BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

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President Hoover's Message to the Broadcasters:

THE SEAL OF THE PRESIDENT OF THE UNITED STATES
E PLURIBUS UNUM
THE SEAL OF THE PRESIDENT OF THE UNITED STATES
E PLURIBUS UNUM

IT GIVES me great pleasure to greet the ninth annual convention of the National Association of Broadcasters meeting this week in Detroit. As Secretary of Commerce I had the pleasure of wide acquaintance with the purposes of your association in the annual national radio conferences which were called at that time for the development of the national policies in relation to radio.

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

I extend to you my most cordial greetings and good wishes for your meeting, with the confidence that you will develop still further policies of sound management and public service.

(Text of an address delivered by remote control to the opening session of the convention of the National Association of Broadcasters in Detroit, October 26, and carried over both national networks.)

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 1, NO. 2 WASHINGTON, D. C. NOVEMBER 1, 1931 $3.00 PER YEAR—15c A COPY

Broadcasters Unite to Strengthen Position

By SOL TAISHOFF

Record NAB Convention Moves to Correct Regulatory Flaws, Resist Invasion of Rights and Avoid Commercial Pitfalls

WITH industrial stability the keynote, the National Association of Broadcasters adjourned its ninth annual convention at Detroit on October 28, after charting a course for voluntary elimination of flaws in the broadcasting structure, correction of defects in radio laws and regulations and vigorous opposition to schemes which threaten the security of the industry.

Convening on Oct. 26, the broadcasters swept through three days crammed full of radio business. A score of resolutions, dealing with fundamentals in broadcasting and designed to render possible the more orderly development of radio by the American plan were presented, debated, amended and then carried without a single dissenting voice. Means of improving business along solid lines were discussed openly and freely in an open forum of idea exchanges among the delegates.

Led by President Hoover, key men in public and industrial affairs addressed the broadcasters, each painstakingly pointed to the pitfalls that beset so young and successful an industry. Each had something to say about advertising, and the theory was developed that there is not too much advertising on the air but that there is still too much of it poorly done.

Upon the shoulders of Harry Shaw, WMT, Waterloo, Ia., fell the mantle of NAB leadership for the ensuing year. By unanimous vote he was elected president of the association to succeed Walter J. Damm, WTMJ, Milwaukee. J. J. Storey, WTAG, Worcester, Mass. and Paul W. Morency, WTIC, Hartford, Conn., were unanimously elected vice presidents, succeeding E. M. Spence, WPG, Atlantic City, and O. D. Fisher, KOMO, Seattle. M. A. Howlett, WHK, Cleveland, was elected secretary-treasurer, succeeding Mr. Morency.

Immediately after taking office President Shaw named his executive committee, reappointing as its members Henry A. Bellows, vice president of CBS, Frank M. Russell, vice president of NBC, and William S. Hedges, WMAQ, Chicago. Mr. Bellows was named to succeed Mr. Hedges as chairman.

To fill vacancies on the board of directors, Mr. Bellows, Leo Fitzpatrick, WJR, Detroit, and E. B. Craney, KGIR, Butte, Mont., were reelected. Quin A. Ryan, WGN, Chicago, and Mr. Damm were elected new members of the board. Philip G. Loucks was reappointed managing director by the new board. All committees were carried over by President Shaw until such time as new appointments can be made.

"YOU HAVE given me a real task to carry on the sound policies laid down by my predecessors. During the months to follow we will be confronted with many serious problems. Now is the time for earnest and aggressive leadership backed by a united industry. For my part I can only pledge my loyalty, my time and my energy to the advancement of radio."

Harry Shaw

The Opening Session:

PRESIDENT Walter J. Damm, WTMJ, Milwaukee, opened the three-day session promptly at noon Monday. He introduced Mayor Murphy, of Detroit, who delivered an address of welcome, answered in behalf of the association by Mr. Hedges, chairman of the executive committee and past president.

By remote control from Washington, President Hoover then addressed the association, his words being carried to the radio audience also over NBC and CBS networks. Harking back to radio's early days, when as Secretary of Commerce he directed its destinies, the President praised the industry's achievements and commended as fortunate the determination that broadcasting should be a private enterprise, freed of the restraints of governmental monopoly.

Because of a bronchial cold, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, was unable to take part in the broadcast program. His address was read by Secretary James W. Baldwin of the Commission from WRC, Washington. Mr. Baldwin told of the many problems confronting the broadcasters in the production of programs to satisfy the desires of the American listener. He emphasized the paucity of wave lengths and the incessant clamor for more and more stations in all parts of the country. He called attention to the new engineering orders of the Commission.

America will keep its broadcasting the "best in the world," Mr. Baldwin said, after defining the differences between the so-called American plan and the European system. In Europe, he explained, the stations give the listeners what the government wants them to hear, while in this country the people are given what they want to hear. He doubted whether this country wanted the European system.

President Damm closed the half-hour radio ceremony with an answer to the "insinuations" that radio has sold itself out to advertising, and that this country should go to a system of government operation. If the British system were adopted in the United States, it would require a tax of from $20 to $25 per set, he estimated. "It is not difficult to visualize what would happen if anyone proposed such a tax in this country, especially if the program were originated and planned according to the whims of some governmental body," Mr. Damm asserted.

After outlining the operations of the American system, and the ideals and objectives of the organized broadcasters, Mr. Damm said every conceivable effort will be made to bring to listeners "the best in entertainment, information, religion, culture and education."

A resolution extending to President Hoover the gratitude of the NAB for his speech was offered by Alfred J. McCosker, WOR, Newark, and was seconded by unanimous vote. A second resolution sensing the NAB's disappointment over the illness of Gen. Saltzman which prevented his attendance, and the hope for a speedy recovery, offered by Harry C. Butcher, director of the Washington office of CBS, also won a unanimous second. Both were referred to the Resolutions Committee to be drafted formally, pursuant to regular procedure.

Senator White Speaks:

IN AN address that held the delegates spellbound for its forthrightness, Senator Wallace White, Jr., Republican, of Maine, co-author of the Radio Act of 1927, and former chairman of the House Merchant Marine Committee, traced radio's legislative history. He punctuated the chronology with frank expressions of lax regulation, erroneous interpretations and misguided efforts and pointed ominously to the legislative pitfalls that seem to lie directly ahead. In substance, the Senator supported the 1927 act after four years of administration under it.

Radio and the advertising agency were discussed by John Benson, president of the American Association of Advertising Agencies, who advocated as a foremost need a strong and influential NAB. This gives the agencies somebody to deal with who can speak for the radio industry as a whole, he said. Declaring that no agreement has as yet been arrived at about station coverage or any joint plan evolved to measure it, Mr. Benson

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BANQUETEERS—About 300 delegates attended the NAB convention banquet to be entertained by network and station stars.

SPEAKERS AND OFFICERS—Left to right, Henry A. Bellows, vice president, CBS, member of executive committee; Cesar Saerchinger, London representative, CBS; Edwin M. Spence, WPG, Atlantic City, vice president; William S. Hedges, WMAQ, Chicago, chairman of executive committee and past president; Walter J. Damm, WTMJ, Milwaukee, retiring president; U. S. Senator Wallace White, Jr., of Maine; Clyde P. Steen, American Radio Association, and John Benson, president, American Association of Advertising Agencies.

said that agents have been watching the Crossley checking system, hoping that it might furnish the plan and machinery, and that his association may have something to present in the near future.

The dual rate was called an evil with which the NAB cannot officially deal. Asking that the stations appreciate the inequity of two rates for the same thing and the handicap they impose upon the national advertiser's use of radio in competition with the local, Mr. Benson said this rate differential in newspapers has been so grave a source of trouble for several years that radio stations might well take a leaf out of their experience and avoid the same tribulations. Millions of advertising lines have drifted out of the press because of the rate differential and the confusion which it makes, he asserted.

Talent questions, recordings and their steady progress and station representation were among the old problems discussed by Mr. Benson. In the latter connection he said it does not seem sound to have time brokers representing competing stations as loosely as they do, and that it is particularly unfair to the station.

The proposal of NAB officers to create an "Open Time" bureau in New York, with possibly a companion office in Chicago, was commended by Mr. Benson, provided it went far enough. In such a bureau all needful data about stations, their programs and time units open could be collected and made available to advertising agents, he said, adding that it would be a great convenience to agencies, and would be helpful to all stations in that they no longer would have to rely on time brokers to relay this data. He estimated that the whole undertaking would not cost more than $25,000 a year at the start and would save the stations much more.

Mr. Benson said his association would willingly assist in building such a bureau, and might sponsor it, but that it could not afford to have any hand in such a project unless a substantial number of stations engaged to support it over a period of time.

As agencies learn more about radio technique, Mr. Benson said, broadcasters will notice the beneficial effects which will come as soon as business emerges from the present period of fierce competition and resultant lowered standards. He declared that radio cannot help but suffer with all other media from the current relentless battle for business. Better days are coming and more restrained business methods, he concluded.

ETHER TRAFFIC COPS—Arthur Batcheller, left, travelling radio supervisor, and William D. Terrell, director of radio, U. S. Department of Commerce.

Tells of Radio Abroad:

IN A lighter vein, Cesar Saerchinger, manager of the London bureau of CBS, told of the trick of hauling celebrities before the mike. "The principle I go on," said he, "is that every man has a message. Some of us communicate that message by singing in our bath." It took two years for him to land George Bernard Shaw for CBS, he narrated, but he finally "got" his man.

On the more serious side, Mr. Saerchinger said that international rebroadcasts sold the London naval conference to the three nations involved. He expressed the view that, had the radio medium been developed before the world war, that struggle might have been averted.

Rigid political censorship is employed in England and in other countries, Mr. Saerchinger said. Anything going over the air must be submitted to the government for approval.

The part the listener plays in radio was described by Clyde P. Steen, Executive Secretary of the American Radio Association, Inc. Although only a year old, he said this association has about 4,500 members without having conducted a campaign.

Loucks Reports Progress:

PRESIDENT Damm closed the first day's session with the designation of the nominating committee, to report at the closed session Wednesday. The committee was composed of A. J. McCosker, WOR, Newark chains; J. J. Storey, WTAG, Worcester; Arthur B. Church, KMBC, Kansas City; P. J. Meyer, KFYR, Bismarck, N. D., and M. A. Howlett, WHK, Cleveland.

An increase in the active membership of the NAB of 65 per cent during the last year was reported by Philip G. Loucks, managing director, who has held office just a year. Membership now stands at 163. Last year there were 83 active members, of whom 52 were in good standing, and associate members numbered 35.

On Oct. 19 the active membership

had increased to 135 and the associate membership had decreased to 28. Declaring the association is enjoying the largest and most diversified membership in its nine years of existence, Mr. Loucks said that the membership includes 32 clear channel stations, 80 regionals and 31 locals.

Mutual problems of broadcasters and manufacturers were discussed by Bond P. Geddes, executive vice president of the Radio Manufacturers Association. He said the much-hoped-for period of business improvement already has been felt by radio manufacturers. A large number of factories are on a full-time basis, and a few are even in peak production, several surpassing the records of the so-called boom of two years ago.

Midget sets no longer are "program manglers," Mr. Geddes asserted, pointing out that their technical quality have been greatly improved. Less than half of the 2,500,000 to 3,000,000 sets which the industry expects to sell this year will be midgets, he predicted.

GOLF CHAMPION—John Shepard, 3rd, winner of NAB trophy cup with score of 87.

The sorry experience of the manufacturers with price-cutting was reviewed by Mr. Geddes. "Price-cutting in your station rates, the cut-throating of each other, will also reduce your levels," he warned. "A price cut means that the other fellow will go you one better to get the business." He also advised against making special concessions to favored customers.

Transcriptions Aired:

FOR the commercial broadcasting committee, H. K. Carpenter, WPTF, Raleigh, N. C., chairman, read its report covering general principles as well as specific recommendations. Only one resolution was offered as such, dealing with electrical transcriptions, and it provoked considerable floor discussion.

The sense of the resolution was that the development of electrical transcriptions has made obsolete the Radio Commission's General Order No. 78, specifying that an announcement, 10 words in length, must be made before and after each performance of a recording. It recommended that the Commission so amend the regulation as to permit only one announcement for each such feature; that the announcement be made in any brief form; that its use be restricted to transcriptions for broadcast purposes only and that this phraseology be made not mandatory.

Scott Howe Bowen asked that a precise definition be given the term "electrical transcription," recommending that it be defined as an original recording, and that the wording be specific to guard against productions which he said are inferior even to phonograph records. I. R. Lounsberry, World Broadcasting System, suggested that the resolution might also embrace a provision for the announcement of the electrical transcription agency in the broadcast, such as: "This is a presentation of the World Broadcasting System, etc."

After further general discussion, participated in by Benedict Gimbel, Jr., WIP-WFAN, Philadelphia; Harold E. Smith, WOKO, Albany, N. Y.; C. R. Cummins, WRAK, Williamsport, Pa.; Richard E. O'Dea, WODA, Paterson, N. J., and others, the resolution was referred by President Damm to the Resolutions Committee, with instructions to consider the advisability of incorporating the recommendations from the floor.

Standard market data forms were discussed by Mr. Carpenter in another part of his report. He brought out that these forms have not been sent to member stations because the A.A.A.A. thinks it inadvisable to get them out at this time and because there is some doubt as to whether they contain all the information the agencies want. Mr. Carpenter said, however, it had been decided to get them out despite the agency association view, on the theory that it is the best form available at the present time. The committee stands ready to help members in getting out such forms, he added.

The commercial committee reiterated previous recommendations without placing them in resolution form. These included its "constant urge" that all member stations maintain their card rates; that service to the listener is a primary requisite to commercial success; that quality of production should not be sacrificed to commercial expediency; that each advertiser should be required to make a contribution to the entertainment or education of the listener for the privilege of reaching the radio audience with his message, and that the objective of each commercial station should be to maintain itself on at least a self-sustaining basis since any other basis may be characterized as unfair competition with other stations or other advertising media.

OUT OF THE WEST—J. Leslie Fox, manager, KFH, Wichita, and P. J. Meyer, president, KFYR, Bismarck, N. D.

Commercial Suggestions:

A NUMBER of recommendations to stations on general program phases were made by the committee, as follows:

"The committee recommends to station managers and commercial managers that in order to make radio campaigns most effective, they give close study to the use of additional merchandising tie-ups, and that they recommend to clients use of such tie-ups as will best pro-

Roster of NAB Attendance...

Following is a list of registrations at the ninth annual convention of the National Association of Broadcasters, at the Hotel Statler, Detroit, October 26-28:

WAAW, Omaha—Frank J. Manchester.
WABC, New York City—Harry C. Butcher, Washington representative, CBS; Henry A. Bellows, vice President, CBS; E. K. Cohan, technical adviser, CBS, and Cesar Saerchinger, London representative, CBS.
WADC, Akron—John Aitkinhead, Fred Bock.
WAIU, Columbus—George H. Zimmerman, H. H. Hoessly.
WBBM, Chicago—J. J. King, Walter J. Preston.
WBCM, Bay City, Mich.—Stanley F. Northcott, John S. Ress, Ralph H. Carpenter.
WBEN, Buffalo—Clifford M. Taylor.
WBT, Charlotte—E. . Gluck.
WCAE, Pittsburgh—J. L. Kaufman.
WCAO, Baltimore—R. V. O. Swartwout.
WCAU, Philadelphia—Leon Levy.
WCBA-WSAN, Allentown, Pa.—B. Bryan Musselman.
WCCO, Minneapolis—E. H. Gammons, Hugh S. McCartney.
WCFL, Chicago—E. N. Nockels.
WCKY, Covington, Ky.—Jerry Akers.
WCLO, Janesville, Wis.—S. H. Bliss.
WCSH, Portland, Me.—William L. Foss, George F. Kelley, Jr., Henry P. Rines.
WDGY, Minneapolis—Arthur H. Croghan.
WEAF, New York City—Frank M. Russell, vice president, NBC; H. C. Vance, I. R. Baker, Donald Withycomb.
WEBC, Duluth - Superior — W. C. Bridges.
WEEI, Boston—Charles W. Burton.
WFAA, Dallas—George E. Chase.
WELL, Battle Creek, Mich.—Leo Sheehan.
WENR, Chicago—F. H. Weber, Frank E. Mullen, Morgan L. Eastman.
WFBG, Altoona, Pa.—Roy Thompson.

(Continued on page 34)

mote the success of broadcast advertising.

"The committee recommends that member stations look with suspicion on any so-called 'free services' —such as 'educational talks,' 'institutes,' and other propaganda with which every station is now being deluged. While the material may be authentic and acceptable in itself, it nevertheless constitutes advertising copy for some enterprise, and should therefore be accepted only on a commercial basis. Income is the life blood of broadcasting stations—they should be self-supporting.

"In the matter of station surveys, the committee is of the opinion that they may be of some value to the individual station, but that results obtained in any one locality do not indicate that the same results will hold true in other localities. In other words, the matter of station surveys is still one for individual stations to handle.

"There is quite a discussion on the matter of paying a 15 per cent commission on talent as well as time charges, and while agencies seem to feel that nothing should be done which will give the advertiser the impression that the agency and the station are combining to increase his cost of talent, there nevertheless is the feeling, quite prevalent, that the securing of commercial broadcasts will be made somewhat easier if the agency knows it will get a 15 per cent commission on its entire expenditure. This is another question which will possibly be settled within the next year or two. One point, however, cannot be disguised and must be borne in mind by the broadcaster—that in the end it is the advertiser who pays.

A FAST ONE—The only kind of mike that should be hearing the story being told by Harry Butcher, Washington director of CBS; next to him, left to right, are John J. Storey, manager, WTAG, Worcester; Charles W. Burton, manager, WEEI, Boston, and Bond P. Geddes, executive vice president, Radio Manufacturers Association.

"The committee recommends that, where it is expedient or necessary to place a local dealer announcement immediately preceding or following a chain program, a rate should be set for that announcement—whether it be a spot rate or a full rate covering the time of the program to which it is connected. But the committee does not feel that there should be any objection to local announcements on transcriptions programs, where the program is sold at a general rate, and time for the announcement is included in the time sold.

"The committee recommends that a transcription program which is made for a national client should carry the general rate, even if it is placed on the station by a local firm handling the national client's products.

National vs Local Rates:

"ATTENTION of members is once more called to the Standard Questionnaire form which was sent to the membership on April 27th. This form has the approval of both the NAB and A.A.A.A."

Appointment of a new committee to work on the matter of agency and representative recognition also was recommended, with the suggestion that this committee be authorized to take whatever steps deemed necessary to set up at the office of the managing director in Washington, data of advertising agencies, station representatives or time brokers, so that this information can be given to any member station upon request.

Substitution of the words "retail" and "general" in referring to double advertising rates instead of the terms which have been used in the past, "local" and "national," was urged. Along with this it recommends that simplified definition of advertising classifications adopted by the Newspaper Advertising Executives Association be used as a guide in determining whether or not a particular account should fall within the retail or general classification. The definition is as follows:

"An advertiser shall be entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns and controls. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy. Retail rates apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved." *(Continued on page 27)*

Convention Sidelights . . .

HALF-WAY around the world was the distance traveled by F. A. Osius, XCBL, located in the foreign settlement, Shanghai, China, to attend the NAB convention. Organized six months ago, his station already has 56 sponsored programs, and it is operated "by the American plan" even though owned by a British corporation.

MANY conventioners visited the exhibit of the Consolidated Press Association at the Statler and learned about this pioneering news service for broadcasting stations. Telegraphic dispatches were picked up by printers used by the CPA in the broadcasting station service. The talking point was that of a "sustaining-commercial" program, wherein news matter may be offered the audience and at the same time be sold to a sponsor.

PRESIDENT DAMM had raised his gavel to sound adjournment of the second day's session when Dr. Leon Levy, WCAU, Philadelphia, leaped to his feet. "Mr. President," said he, "I want to offer a resolution which seems to accord with the practice of all other conventions, namely, that the NAB go on record as favoring the repeal of the Eighteenth Amendment." (Laughter and huzzas.) "There being no further business before the house," shouted President Damm, "the meeting stands adjourned."

JOHN SHEPARD, 3rd, WNAC, Boston, may have won the golf trophy, but 'tis rumored the real golf champion is Fritz Morency, WTIC, Hartford. John shot an 87 in the championship competition, and Fritz was two strokes higher. There was a playoff, however, and it is reliably reported that the latter is carrying around a mortgage on the Yankee network.

THE DETROIT Women's Advertising Club was host to a group of convention attendants at a noonday luncheon Oct. 27. Addresses on radio in advertising and problems of broadcasting were delivered by Henry Bellows, CBS vice president; George Trendle, WXYZ, Detroit, and Ferschell Hart, WWJ.

AIRPLANES were popular modes of transportation to and from the convention. Among those flying their own ships were Joe Chambers, WLW, Cincinnati, and Harry Shaw, WMT, Waterloo, Ia. A. H. Stackpole, WHP, Harrisburg, Pa., was there without his plane, though he not only pilots his own craft but is the commissioner of aeronautics for Pennsylvania. William Foss, WCSH, Portland, Me., one of the oldest ex-Army aviators, came by train but flew his ship back East.

THERE was a gathering of veteran announcers during the convention, and there was some merry reminiscing of the early days of a half dozen years or so ago by Lambdin Kay, "Voice of the South," of WSB, Atlanta; Leo Fitzpatrick, formerly the "Merry Old Chief" of Coon-Sanders Night Hawks, from WDAF, Kansas City; E. L. Tyson, long with WWJ, Detroit; Neal Tomy, well known for his "Red Apple Club" over the old WCX, Detroit, now radio editor of the Detroit Free Press and on the staff of WJR, and Quin Ryan, long famous for his sports broadcasts from WGN, Chicago.

FATHER Charles E. Coughlin, of the Church of the Little Flower, Detroit, famed for his recent broadcasts over CBS and his current speaking over a widespread independent hookup, was an interested convention visitor.

CONVENTION banquet talent came from the network and from local and nearby stations, with the Mills Brothers, latest CBS "finds" from Ohio, fairly taking the banqueteers by storm. The talent included Gene and Glenn and Ray Perkins, NBC; Doc Sherman and Doc Pratt, WMAQ, Chicago, and NBC; Pat Harrington, Helen Thomas Bucher and Walter Logan, WTAM, Cleveland; Arthur Tracy, CBS; Charlotte Meyers, WJR, Detroit; Wendell Hall, now on WJR, and Tony Cabooch, KMOX, St. Louis. Doc Hamp, WGAR, Cleveland, and Ray Perkins alternated as masters of ceremony.

CHARLEY BURTON, WEEI, Boston, scored a "fishie" on the course of the NAB golf tournament. One of his drives fell into a water hazard filled with goldfish, and soon a dead goldfish was seen floating on the surface.

INTERESTING news to the visiting broadcasters at Detroit was the announcement that the Detroit News, operating WWJ, had just decided to eliminate all extra editions on the forthcoming local elections, confining itself to its radio. W. S. Gilmore, managing editor, said that extras hereafter will only be issued to cover scattered news reports like those of national elections.

CESAR SAERCHINGER, London representative of CBS and the man who arranges that network's Sunday talks by notables from London and the European continent, delivered an altogether delightful talk at one of the open sessions on the difficulties he has experienced in persuading foreign celebrities to talk across the Atlantic to the American audience.

WINDSOR, across the Detroit River in Ontario, was a Mecca for many thirsty visiting broadcasters, but the "wiseys" found Detroit speakies offering even better stuff and much better food.

Thanks, Mr. Webb

PHOTOGRAPHS in this issue were furnished through the courtesy of Jefferson Webb and the Detroit News.

IN CONFERENCE—Left to right, Miss Vera Burke, Manager, WMT, Waterloo, Ia.; Frank M. Russell, Washington vice president, NBC; and Martin Campbell, assistant manager, WHAS, Louisville.

Whys and Wherefores of Radio Legislation

By SENATOR WALLACE WHITE, Jr.*

Co-Author of Radio Law, Lauding Broadcasters, Repudiates Priority and Property Claims; Calls Wave Grabs Unsound

COURT decisions and the opinion of the Attorney General, rendered in July, 1926, confirmed our 1924 view as to the proper construction of the 1912 law, and made known to all the absence of essential governmental authority. There followed the rush for licenses, the disregard of power limitations, of assigned frequencies and of time for operation, which so acutely emphasized the weaknesses and deficiencies of the 1912 law and the urgent necessity for new radio legislation. From this break down of regulation of those days came the Radio Act of 1927.

This Act in its short span of life has justified itself. There have been but two important changes in the law since its enactment. The Federal Radio Commission which by the original Act had appellate jurisdiction only is now a body with original authority. There has been added also to the original Act the Davis amendment. This amendment made mandatory that distribution of services clearly intended by the 1927 Act.

It is within the truth to say that all that has been done under the mandate of the Davis amendment could have been done by the Commission under the original law. The old law had the virtue of flexibility. The amendment is arbitrary. The amendment became necessary, however, because of the failure of the Commission to meet the responsibility imposed upon it to work out the distribution of stations and services as directed by the original Act. Most of the evils prophesized of its enactment have not come upon us. Notwithstanding its rigidity, the want of balance in the zoning system set up, the difficulty, if not impossibility, of harmonizing its terms with technical considerations, the amendment has served a useful purpose. The time may come when its arbitrary provisions will be relaxed and we will rely for the desired distribution of services upon more general language under which the purpose of the amendment may be secured with less affront to technical considerations. It is my opinion, however, that, for the present, the Congress will not repeal this amendment.

ON THE LINKS—At the Detroit Convention golf tournament, left to right: Paul Morency, manager, WTIC, Hartford; Edwin M. Spence, manager, WPG, Atlantic City, and H. D. Hayes, U. S. Radio Supervisor, Chicago.

AN NBC TRIUMVIRATE—Left to right: Don Withycomb, manager of station relations; Frank M. Russell, Washington vice president, and K. W. Berkeley, manager, WRC, Washington.

STATION CHIEFTAINS—Left to right: Leo Fitzpatrick, general manager, WJR, Detroit; Walter J. Preston, director, WBBM, Chicago, and A. Z. Moore, president, WKJC, Lancaster, Pa.

*Excerpts from address by Senator White, of Maine, formerly chairman of House Committee in charge of radio legislation, before Detroit Convention of National Association of Broadcasters, October 26.

When the zones were established the definite allocation principle of the Davis Amendment was not in mind. That came later. It would have been better had the two been considered together. Some of the objections urged against the allocation amendment might be avoided through zone changes. Amendments in this direction might well be favorably considered at this time.

If I were asked what was the outstanding feature of purpose of the law, I should have to name several.

First of all, it sought to make clear that no person had an absolute right to a license. Under the 1912 Act an applicant received his license as a matter of right. The 1927 Act rejected this principle. By its terms the grant of a license is no longer a matter of individual desire, of individual right. Instead, the individual interest is subordinated to the public interest and the individual may receive a license only upon the finding by the Commission that the public interest will be served by the operation of the proposed station. This rule applies to an application for the renewal of a license as fully as to an original application. This was a complete reversal of the rule of the 1912 Act. Around this new principle the whole 1927 law may be said to revolve.

Another fundamental change was in the term of licenses. There was no language in the 1912 Act limiting the life of a license. The Department of Commerce in practice issued them for definite periods, but clearly if the law fixed no limit and if it conferred no right to fix a limit, the right to limit did not exist in the Department. Licenses were, therefore, indeterminate, good until Congress otherwise provided. And Congress, in this 1927 Act, did so otherwise provide. The very first section declared that no person could operate a station included within the terms of the Act, except under and in accordance with the Act and the terms of a license granted under it. That cut off the old licenses and compelled all to seek licenses under the new law, which fixed a positive and definite limitation upon their life. In place then of licenses of indeterminate length, we substituted licenses of limited time. This principle likewise was a basic change effected by the new law.

A further purpose of the 1927 law was to make certain, so far as it could be done, that a license acquired as against the government no property right in the frequency assigned or any other right, beyond that given by the license itself. This thought finds expression in various forms in many sections of the Act. It is a purpose,

Then Congress included in the 1927 Act a number of provisions, not found in the 1912 law, aimed against monopoly. On the whole

(*Continued on page 33*)

New Mexican Border Stations Threaten Interference in U. S.

Erection of Eight or Ten Transmitters Revealed; North American Conference May be Necessary

BACKED largely by American capital, eight or ten new broadcasting stations of substantial power are being erected in Mexico and threaten further serious interference with the operation of stations in the United States and Canada, according to reliable information reaching BROADCASTING.

During the sessions of the Pan American Commercial Conference at Washington in October, it was learned that these stations will be operated with powers of from two to 10 kw. and for the most part will be located along the Border. In addition XER, at Villa Acuna, new 75 kw. station belonging to Dr. John R. Brinkley, former owner of KFKB, Milford, Kan., already is on the air experimentally, and according to reports, has been interfering with WSB, Atlanta, and CKAC, Montreal, as well as other stations.

These stations are being constructed on the theory that American industries will advertise over them since Mexico offers a fertile market for American products. Moreover, the owners hope to cover substantial American service areas because transmission conditions are excellent in the low flat areas of the southwest.

There already are some 40 stations in Mexico, most of them of low power, such as 100 watts or so. The number has doubled in the past year, with the stations operating on any wave length and not adhering to any set allocation plan, since Mexico is not a party to the so-called "gentleman's agreement" between Canada and the United States. Frequencies have not yet been selected for the stations now under construction, but it is considered inevitable that interference will be caused once they take the air, despite the efforts of the Mexican administration to minimize such a condition. The Mexican policy seems to be to allocate new high-power stations on frequencies in between clear channels used by Canada and the United States.

CONFERENCE LOOMS

THIS situation, coupled with the Brinkley case, may lead to another conference between North American nations regarding the distribution of wave lengths. The Pan American Commercial conference adopted a resolution offered by Lius Sanchez, Chief of the Department of Radio of Mexico, which, among other things, recommends that the countries of America enter into agreements to regulate communications "inasmuch as interference between radio stations is a serious obstacle to the development of international communications." This is taken to mean that before new Mexican stations go on the air, conversations, at least, should be had both with Canada and the United States respecting the frequencies to be used.

The Brinkley situation became the center of a State Department controversy almost coincident with the sessions of the Pan American conference. Dr. Brinkley, whose Milford station was deleted because of medical broadcasts considered inimical to public health, visited Washington Oct. 16 to protest to Undersecretary of State William R. Castle against alleged representations by the State Department to Mexican authorities in protest against his Mexican station. The conference was arranged by Vice President Curtis, former Senator from Kansas.

At a press conference, Mr. Castle said he had assured Dr. Brinkley that the State Department had not and would not protest to Mexico concerning the station. He did say, however, that about six months ago, the department transmitted to the Mexican government the full record of the Radio Commission proceedings involving Station KFKB which finally resulted in the denial of a renewal license. This was done on the suggestion of the Radio Commission.

COMMISSION MAY ACT

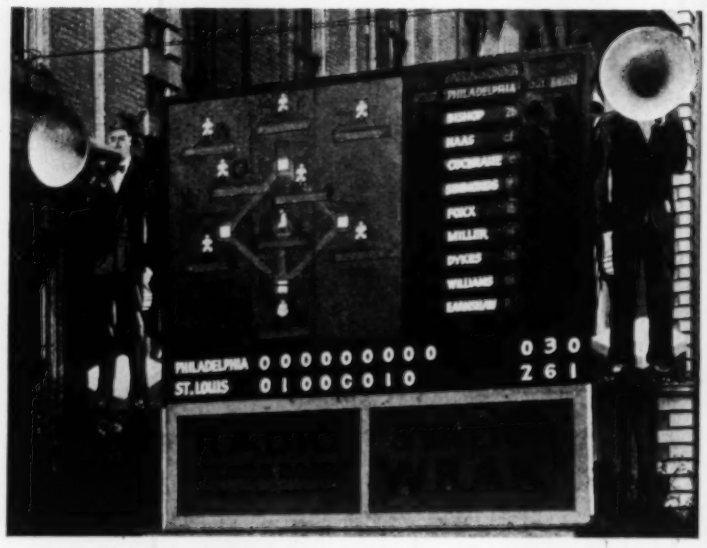
XER is the highest powered station in the western hemisphere. For several weeks it has been operating experimentally and is reported to be blanketing a 40-kc. range between 710 and 750 kc. Dr. Brinkley had announced XER would operate on 735 kc., or between the clear channels of WSB and KCAC. Because of interference caused with KMMJ, Clay Center, Neb., operating daylight with 1,000 watts on 740 kc., he indicated while in Washington that he would shift XER, to 655 kc., or half way between the clear channels of WSM, Nashville, on 650 kc. and WEAF, New York, on 660 kc.

Dr. Brinkley told Mr. Castle that he had been prevented from entering Mexico by the present regime and that he believed State Department protests were responsible. He demanded that he be accorded the constitutional protection guaranteed American citizens in foreign countries.

Meanwhile, the Commission itself was awaiting an opinion from its legal division as to whether it could prevent Dr. Brinkley from maintaining in the United States remote control studios connected to XER. Dr. Brinkley proposes to establish such studios in about a half dozen southwestern cities and already has negotiated for the land lines with the A. T. & T.

WMAQ License to NBC

ASSIGNMENT of the license of WMAQ, Chicago, to NBC, was approved by the Federal Radio Commission Oct. 28. NBC thus takes over management of the station in which it recently procured one-half interest from the Chicago Daily News at a price exceeding $600,000, the newspaper retaining the other half.



Radio-Synchronized Scoreboard Covers the World Series

THIS "radio-synchronized" scoreboard, offering both word by word and play by play accounts, stole the show at Williamsport, Pa., during the recent world series.

The two robot umpires holding the megaphones are simply electric loudspeakers, rebroadcasting the play by play accounts of Graham McNamee or Ted Husing. Every play is followed on the electric scoreboard, devised by C. R. Cummins, owner of WRAK, Williamsport. So great was his success with the arrangement that he has applied for patents and plans to manufacture the scoreboards and market them during the coming year.

The photograph shows the Philadelphia batting order, with St. Louis in the field. The players in the field are identified by name plates. At the end of the half-inning, the St. Louis batting order is substituted for Philadelphia and the Philadelphia team takes the field, in blue uniforms rather than the white shown for St. Louis.

The board, Mr. Cummins said, drew a huge crowd to the courthouse lawn at Williamsport during the entire world series, while the only other board in town, operated by the local newspaper, was virtually deserted. Hitch your radio receiver to this radio scoreboard if you want to achieve the latest thing in synchronization, advises Mr. Cummins.

Two Pacific Coast Networks Are Formed By the NBC After Buying Four Stations

KGO is Key of Orange and KPO of Gold Hookups; Five Station Units Replace Former Single Net

TWO Pacific coast networks have been formed by the NBC as a result of its recent purchase of the four stations of the Northwest Broadcasting System. The networks went into operation as five-station units on Oct. 18, being made available for sponsored or sustaining programs either separately or as transcontinental supplements to the NBC-WEAF and the NBC-WJZ networks.

The first network, to be known informally as the Orange, consists of KGO, Oakland, owned by General Electric but operated and managed by NBC, as key; KFI, Los Angeles, owned by Earle C. Anthony, Inc.; KGW, Portland, owned by The Oregonian; KOMO, Seattle, owned by Fisher's Blend Station, Inc.; and KHQ, Spokane, owned by Louis Wasmer, Inc.

The second network, to be known informally as the Gold, comprises KPO, San Francisco, owned by Hale Brothers Stores and The Chronicle, as key; KECA, Los Angeles, owned by Earle Anthony; KEX, Portland, owned by NBC; KJR, Seattle, owned by NBC; and KGA, Spokane, owned by NBC.

In addition to these regular networks, KFSD, San Diego, and KTAR, Phoenix, Ariz., are supplements which may be used with either group.

This new alignment replaces the former single nine-station hookup that composed the NBC-Pacific coast network. Stations KEX, KJR and KGA were in the group recently purchased by Don Gilman, Pacific Coast vice president of NBC, as was KYA, San Francisco. The NBC will operate KYA as a non-network station for the time being, plans for its later disposition not having been completed.

That business has been good on the NBC-Pacific coast network this year is reported by Roy S. Frothingham, western commercial manager, who stated that out of 119 hours on the air 56 hours, or about 47 per cent, are sponsored.

W. J. Bryan, Jr. in Radio

THE firm of Bryan, Button and Cummings, Los Angeles attorneys, has acquired controlling interest in Magnolia Park, Ltd., owners of KELW, Burbank, Cal., according to Robert Kaufman, manager. The senior member of this firm is William Jennings Bryan, Jr., son of the "Great Commoner."

Measuring Radio Advertising Sales Power

By ROBERT F. ELDER
Assistant Professor of Marketing, Massachusetts Institute of Technology

Survey Reveals How Accurate Results May be Forecast; Value of Selecting Proper Program is Emphasized

Robert F. Elder

DOES radio sell goods? Professor Elder in this informative article concludes that it does. His findings are based on an elaborate survey of advertising results among radio-using and non-radio-using homes conducted for CBS. Some 100,000 families were interviewed in ten representative cities.

MANAGEMENTS today are increasingly demanding proof that every dollar of expenditure is earning a profit. When a plant manager wants new machinery, he must demonstrate that it will effect savings or improvements in quality sufficient to pay dividends on the investment involved. Similarly, the sales manager who requests an increase in his appropriation for the purpose of adding new salesmen must prove conclusively that the expenditure will earn a profit.

Few people today doubt that advertising, properly done, is profitable. But whether advertising continues to forge ahead the next decade, as it has in the past, depends on the development of methods which measure its effect in tangible form. Although several promising beginnings have been made, the reduction of advertising to a scientific basis is far from accomplished.

It has been possible in a survey conducted in the past few months to measure the specific effect of radio broadcast advertising for a number of products in general use. By determining the brand preferences of a large number of families known not to own radios and comparing them with the brand preferences of other groups using radio sets for varying periods of time, it became evident:

First: that a substantially larger proportion of radio homes than of non-radio homes purchase radio-advertised brands of merchandise.

Second: that, conversely, a substantially smaller proportion of radio homes than of non-radio homes purchase brands not advertised by radio, where there is competition between radio-advertised and non-radio-advertised brands of the same commodity.

Third: that the proportion of radio homes using radio-advertised merchandise is distinctly greater as the average listening time increases.

HOW IT WAS DONE

THE study involved the mailing of 100,000 questionnaires on business reply cards, each accompanied by a letter carefully worded so as not to influence replies, to homes in ten representative American cities, 10,000 to each city. To insure against any significant differences in economic levels between radio and non-radio homes, telephone lists were used, thus practically excluding homes without appreciable buying power. The questionnaires inquired what brands were used of nine commodities, selected for the following qualifications:

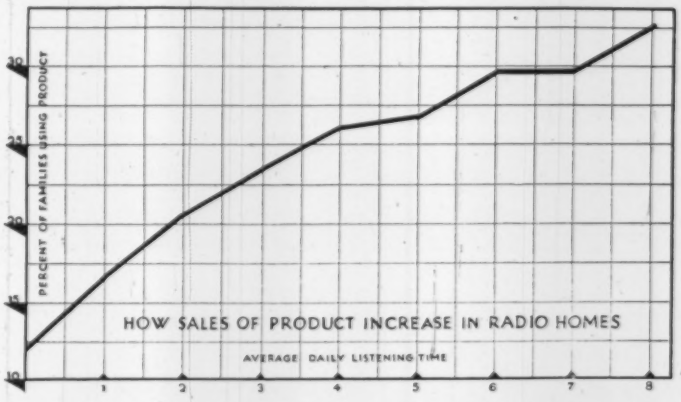
(a) articles in common use; (b) articles frequently purchased; (c) articles in general use by families in all economic levels; (d) articles some leading brand or brands of which is advertised by radio, and other leading brand or brands not so advertised; (e) articles which have in the past been heavily advertised in all media; (f) articles sold largely by advertising, with a minimum amount of personal salesmanship.

The commodities finally selected were: toothpastes, shaving soaps, toilet soaps, scouring powder, flours, shortenings, cirgars, cigarettes and collars. A question as to what magazines were read in the home was inserted in an effort to avoid too great emphasis on the questions: "Do you own a radio?" and "About how many hours is it in use daily?" which were placed at the bottom of the card.

A total of 14,061 usable replies was received. The cards from each city were sorted according to whether or not radio ownership was indicated, and according to the average daily listening time. The number of users of each brand of product in each category was tabulated for each listening-time group, and percentages calculated.

EFFECTIVENESS OF RADIO

THE general, over-all effectiveness of radio advertising is indicated by the fact that the average card from a non-radio home mentioned the use of three (3.07) products advertised by radio, while the average card from a radio home mentioned four (3.97) radio advertised brands. In other words, based on 121,888 brands mentioned on 14,061 cards, all radio advertised brands in the aggregate showed an increase of use of 29.3 per cent in radio homes compared to non-radio homes. Comparing homes in which the radio was used over three hours daily with non-radio homes, the increase in use of radio advertised products was still greater, amounting to 36.1 per cent.



This difference in brand preferences between homes with radios and homes without them immediately brings up the question as to whether we are measuring the specific effect of radio advertising, or merely certain differences in power to buy or in inclination to buy. It was attempted, by confining mailing to telephone homes, to obtain two groups of equal purchasing power. That this probably was achieved is indicated by the fact that the circulation of the higher-priced magazines was even greater in the non-radio-owning homes than in the radio homes.

However, there still existed the possibility that the non-radio homes, although of ample purchasing power, represented a group of people of conservative buying habits, likely to remain uninfluenced by any form of advertising. But upon analysis it was found that the proportion of families using nationally advertised products was about the same in both non-radio and radio homes. The only significant difference was that radio advertised products had apparently displaced other nationally advertised products in radio homes.

TASTES VARY BY BRANDS

THE extent of the gain in radio homes naturally varied for different brands. In general, as was to be expected, these programs consistently maintained at a high level, using frequent intervals over a long period of time, showed the best results. Particularly in gaining the initial foothold, the frequency with which a program is on the air appears to be of great importance. Several comparatively new programs, on the air three or six time a week, showed decisive gains in radio homes. The importance of proper attention to the selling talk in a program is indicated by the fact that one program which has ranked very high in popularity studies showed only mediocre results in terms of new users created.

There were wide differences in the results attained by most of the

(*Continued on page 32*)

Action is Awaited on CBS Request For a Booster Station in Washington

Network Not to Extend System, Commission Told At Hearing; WOL Offers Only Opposition

L. W. Lowman

WITH full information before it, the Federal Radio Commission soon will act on the application of the Columbia Broadcasting System for a 250-watt experimental booster in Washington, to be synchronized on WABC's clear channel.

Assurances were given the commission and the broadcasting industry by CBS witnesses at the hearing on Oct. 19 that the network has no intention of going into widespread synchronization "because such synchronization is impossible under the present allocation." The only objection voiced was in behalf of WOL, Washington, which asked that the application be dismissed. Action, however, was reserved by the Commission, which sat en banc.

As Columbia's main witness, Lawrence W. Lowman, supervisor of operations of the network, said that about $50,000 had been spent to investigate and develop synchronization in cooperation with Bell Laboratories. The whole attitude of the network, he said, is based on the theory that if synchronization offers any hope for improving service or if it offers any hope of relieving some of the congestion in the spectrum, "certainly the project should be given a fair trial." CBS has no desire to "plunge into any drastic revision" of its broadcasting setup, he said.

Granting of the application, Mr. Lowman testified, would make possible extension of CBS service to Washington listeners on a full-time basis. He pointed out that WMAL, the present outlet, does not use full network programs. He said the booster simply would repeat throughout the program day the service of WABC and that, therefore, local sustaining or commercial programs could not be accepted in competition with independent local stations.

In behalf of WOL, George O. Sutton, its counsel, said the station had been endeavoring to gain additional facilities in Washington, and that because of District of Columbia quota status, it was forced to oppose the booster application. Existing regulations, he said, prevent the granting of the booster application on several different grounds. Now operating with 100 watts, the station seeks 250 watts on a regional channel, but the Commission has never made the assignment. Before the Washington quota is diminished by adding a booster station, Mr. Sutton said, increased facilities should be accorded WOL.

Paul D. P. Spearman, counsel for CBS, however, argued that WOL had not complied with the regulations since it had not applied for a particular frequency on which a 250 watt station might be located in Washington. Consequently, he said, the station does not have a proper application on file.

Harry C. Butcher, director of the CBS Washington office, brought out that the network spent $6,800,000 for programs last year. He said that for the two week period prior to the hearing an average of 5 hours and 25 minutes of programs carried each day on the network were not broadcast over WMAL. Programs costing about $2,000,000 a year to produce are not being heard in Washington under the present arrangement, he declared.

Following the testimony of engineering experts for CBS and Bell Laboratories respecting technical aspects of the proposed synchronized experiments, Dr. C. B. Jolliffe, chief engineer of the Commission, was questioned by Mr. Spearman. Dr. Jolliffe said that experimental operations are not now charged to state quotas, and that should synchronization become feasible an amendment to the quota regulations might be drafted exempting synchronized stations from state quotas.

In addition to Mr. Lowman and Mr. Butcher, E. K. Cohan, director of technical operations of CBS, H. V. Akerberg, research and development engineer of CBS, and H. S. Price, and R. E. Coram, Bell Laboratories engineers, testified for Columbia. Thomas P. Littlepage collaborated with Mr. Spearman in the legal arguments. Ben S. Fisher, assistant general counsel, represented the Commission.

Dill Will Fight Stations' Claim of Vested Rights

A FIGHT for the public's rights in broadcasting will be continued "even if we have to amend the Constitution," said Senator C. C. Dill, (Dem.) Washington, in a recent address at Los Angeles.

Despite the plain intent of Congress, he declared in his speech before the Public Ownership League, "station owners are endeavoring to establish" vested rights to their channels. "Congress compelled every station owner to sign a waiver stating that he would make no claim to the use of the channel beyond the term of his license, and made him admit over his signature that the granting of a license gave him no vested rights."

Declaring he was certain that the courts would uphold the constitutionality of the radio act's protective clauses, the Senator added, "if they don't, we shall continue to fight for the public's rights even if we have to amend the constitution."

Senator Dill criticized the Federal Radio Commission for its action in the Radio Corporation of America-Section 13 case, which involved possible cancellation of all station licenses held by RCA subsidiaries. "The Commission," he said, "is administering and interpreting the Radio Act for the benefit of the corporations profiting by the super-commercialization of radio and the public interest."

Gibbons Outworded

THE record of Floyd Gibbons, champion word-sprinter, has been shattered, according to unofficial returns from Chicago. It is reported that Bobby Griffin, KYW announcer, has beaten Gibbons by 33 per cent, prattling his words to the tune of 240 a minute. The ex-war correspondent's best speed as clocked by NBC, is a puny 180-word per minute gait.

Six More Stations Ordered Silenced

Commission Rules Them Off Air to Give Time to Others

CONTINUING its interpretation of compliance with the Davis equalization amendment, the Federal Radio Commission has ordered removal from the air of six more broadcasting stations, bringing to eight the total ordered deleted during the last two weeks.

Two more stations in the Chicago area were hit by an Oct. 30 action, their elimination being intended to afford full time operation to WCKY, Covington, Ky., on the 1490 kc. channel. The stations ordered silent are WJAZ and WCHI, each assigned one-seventh time on that frequency.

At the same time the Commission ordered WIBR, Steubenville, O., 1240 kc., 50 w., and WMBA, Newport, R. I., 1500 kc., 100 w., off the air, for violation of regulations and failure to serve public interest. In the former case Examiner Hyde was sustained, and in the latter the Commission sustained Examiner Walker.

A week ago the Commission ordered the deletion of WNJ, Newark, and WKBO, Jersey City, to afford three-fourths time on 1450 kc. to WHOM, Jersey City, with 250 w., the power used by each of the three stations. On Oct. 16, in one of the most drastic decisions it ever has rendered, the Commission ordered WIBO and WPCC, both Chicago, off the air to give full time to WJKS, Gary, Ind., on 560 kc. Appeals already have been noted in the latter case.

EXAMINER REVERSED

IN REMOVING, on Oct. 30, the two additional Chicago stations, the Commission reversed Examiner Walker, who had recommended denial on the ground that to grant WCKY its request would further increase the quota of an over-quota state. Kentucky is 0.12 unit, or 2 per cent over, while Illinois is 12.49 units or 55 per cent over.

Operated by the Peoples Pulpit Association, the Commission found that WCHI, with its 5 kw., was carrying programs which were questionable as to public health. WJAZ, licensed to the Zenith Radio Corporation, while authorized to use 5 kw. and permitted to operate 2 hours per day, was held to be actually using power of 3,276 w., and not consistently using the time allotted. It was held that deletion of the stations would mean no loss in program service to the Chicago audience.

Ultra-High Waves Appear Favorable For Television Use

Better Than Low Frequencies, Many Engineers Believe

SIGNIFICANT developments of the past few months in the use of the ultra-high frequencies for television indicate quite definitely, according to authoritative opinion, that visual broadcasting ultimately will repose in the bands between 43,000 and 80,000 kc., rather than in the continental short waves.

Certain fundamental facts about the ultra-high frequencies already have been ascertained by experimenters, and, while it is yet too early to say just what they will do in visual radio transmission, many engineers feel that they are better adapted for television than the lower frequencies.

Lack of space in the lower bands actually forced television experimentation into the ultra-high waves which hitherto have been regarded as practically worthless. It seems certain, however, that visual transmission on those frequencies will be purely local, with the impulses traveling only to the horizon like transmissions of light beams.

When "moving day" in the high frequencies occurs next February 3, pursuant to the provisions of General Order 119, recently promulgated by the Federal Radio Commission, there will be two changes directly affecting television and designed to aid its development. The 1,550 kc. channel adjacent to the broadcast band will become the television sound track for sound synchronized with visual transmission. This frequency may be tuned on most broadcast receivers, and it replaces the 1,604 kc. sound track channel.

The second change is in the nature of an exchange. The present television band of 2,850-2,950 kc. will be exchanged for the aviation block ranging from 1,600 to 1,700 kc. This was decided upon by mutual arrangement between the two groups and is expected to aid both. Only two experimenters now are assigned to the television band involved and they probably will move to the new band. These are Short Wave & Television Laboratory, Boston, and Radio Pictures, New York. There may be a double-shift, however, which would involve others of the score of licensed experimenters as well as some of the later applicants for facilities.

WEVD Given Renewal

RENEWAL of the license of WEVD, New York, Socialist mouthpiece, licensed to the Debs Memorial Radio Fund, Inc., was voted by the Federal Radio Commission Oct. 30, reversing recommendations of Examiner Elmer W. Pratt that the station be deleted. Chairman Saltzman and Commissioner Starbuck dissented. While it found that the station had been guilty of violating regulations, the Commission said it appeared that most of these infractions were the result of carelessness by employees rather than management.

Unique Psychology of "The March of Time"

By FRED SMITH
Managing Editor, "The March of Time"

Designed to Acquaint Public and Advertisers With Magazine Rather Than Build Circulation, Program Did Both

Fred Smith

"AUDIBLE journalism" was the very apt description given the dramatic news programs of TIME news magazine. A new departure in broadcasting technique, this program literally made the radio world sit up and take notice. Just how it was evolved and the purpose it has served are here recounted.

TONIGHT the editors of TIME raise the curtain again on a new kind of reporting of the news . . . eight memorable scenes from the news of the week . . . "From the March of Time" . . . After but sixteen weeks it was termed "the foremost feature of the air," "the best radio program," "the apex in showmanship." What is back of the sponsors' mind in turning out such a completely entertaining and intelligent production? To what extent has their purpose been fulfilled?

Several magazines are resorting to the ether waves as a medium of advertising. When a publication goes on the air, the general and immediate inference is that the primary purpose of its paid broadcasting is to increase circulation—creating, in other words, what might be classed as the billboard of the air. This is probably true in the case of most magazines and the inference would consequently be well-founded. However, TIME, the weekly newsmagazine, is an unusual publication with an unusual purpose.

Truth is stranger than fiction and here is a fact which bears this out only too well. TIME did not and does not have the bane of publishers' existence—the circulation problem. That is, TIME did not and does not need a rapidly increasing number of sales. The magazine from its inception has built itself up slowly and had gradually expanded in accordance with the earliest plans of its publishers. TIME had reached the steady and solid circulation of 350,000 without having been forced to resort to the usual advertising tricks and ballyhoo. Its enthusiastic subscribers were comprised of men and women of affairs,—diplomats, financiers, industrialists, editors, government officials, members of the legal, medical and educational professions,—people whose time was valuable. They were interested in getting the news without bias, written in a form intended to appeal only to the highest mentalities.

This unique position of the magazine, however, created by itself a problem which demanded a careful and well-planned solution. The question was this: since the magazine was known to but a limited number, it was unknown to thousands of dealers and consumers of nationally used and distributed products, who were part of the general public, not familiar with the magazine. What could be done to make these great number TIME-conscious without necessarily making them subscribers? How were the dealers all over the country to be made TIME-conscious so that they would be cognizant of TIME'S value and power as an advertising medium for the wares in which they were interested.

TWO YEARS PREPARATION

THE most plausible solution to this problem seemed to be a nation-wide radio program which would broadcast from coast-to-coast most effectively the editorial qualities of the weekly magazine and which would wake people who would not read the magazine conscious of its power. Thus TIME went on the air not to increase its circulation but to inform dealers the country over of its power as a medium for national advertising.

For two years the idea of dispersing news, dramatized in form and specially adapted for radio production, had been in the process of development in the TIME offices. During 1930 a weekly service of outstanding news dramatizations had been syndicated by means of recordings to a group of 110 leading broadcasting stations in various parts of the United States. At the beginning of 1931, TIME gave up this service in order to concentrate on a new development of the concept. For three months the program and production experts of the Columbia Broadcasting System together with the radio department of Batten, Barton, Durstine and Osborn, advertising agency, cooperated with TIME in working out the final basis for the new program series. The "March of Time" first went on the air on Friday, March 6, 1931.

Arthur Pryor, Jr., was in charge of producing the program. Though the weekly performance lasted but half an hour, the show was rehearsed over twelve hours each week. Howard Barlow, Columbia conductor, cooperated in scoring and directing the musical part which added so much to its completeness and atmosphere. A battery of three sound-effects experts was used to sustain the correct atmosphere. Each week the outstanding news developments were scanned and seven or eight leading in importance were picked for radio

(*Continued on page 32*)

A scene from the recent Spanish revolution is being depicted under the direction of Don Stouffer, seated at right. Harry Vonzell, announcer, is shown in front as the "Voice of Time." The setting is the CBS "World Studio."

Property Rights Issue Revived As Chicago Stations Are Deleted

WIBO and WPCC Appeal Order Favoring WJKS; WMBB-WOK Loses 3-Year Court Fight

THE QUESTIONS of property rights of broadcasting stations and of the constitutionality of the Radio Act of 1927 are back before the courts stronger than ever as a result of the Radio Commission's action of Oct. 16 ordering WIBO and WPCC, both of Chicago, off the air and assigning their facilities to WJKS, Gary, Ind. Action was taken in purported compliance with the Davis equalization amendment.

By coincidence, the new appeals follow what amounts to a final adjudication of similar issues by the Circuit Court of Appeals at Chicago in the three-year old case of WMBB-WOK, also of Chicago. A fortnight ago the court denied a petition for rehearing of this case, filed by the American Bond & Mortgage Co., former licensee of the station, which was removed from the air by the Commission in September, 1928, to relieve congestion. The alternative left the appellant is a plea to the U. S. Supreme Court for review, but it is believed that no such effort will be made.

The new cases have been taken to the Court of Appeals of the District of Columbia and are believed to present more comprehensive issues. Stay orders to restrain the Commission from making effective its decision are requested, and, if the usual procedure is followed, the court will grant them, and thus permit the stations to remain in operation during the litigation.

The Commission reversed the recommendation of Chief Examiner Ellis A. Yost in the Chicago cases. Mr. Yost, who held lengthy hearings last April, reached the conclusion that there was nothing in the Radio Act and the Davis amendment or in General Order 102, relating to quota allocations, to justify the granting of the WJKS application, and the "practical destruction" of WIBO and WPCC.

CHARGE CONFISCATION

WIBO, owned by the Nelson Brothers Bond and Mortgage Co., and WPCC, owned by the North Shore Church, share time on 560 kc., the former with 1 kw. and the latter with 500 watts. WJKS is licensed to the Johnson-Kennedy Corporation, and controlled by Ralph Atlass, of Chicago. It now is assigned to 1360 kc., sharing with WGES, Chicago, and using 1 kw. night and 1250 watts until local sunset.

In his appeal Levi Cooke, counsel for WIBO, charged the Commission's decision did not follow the law, that it represented confiscation of property without due process of law, and that it proposed to destroy the investment of $300,000 in the station. He contended that the Davis Amendment and General Order 102 could not apply since Illinois is delinquent in regional station facilities, as pointed out by Mr. Yost. WPCC's appeal was along the same general lines.

At the hearings WJKS was represented by Mrs. Mabel Walker Willebrandt, former assistant Attorney General. Following the Yost recommendation against the Gary station, she filed with the Commission a bill of exceptions in which she charged, among other things, that Mr. Yost had "muddled" the whole question and had exceeded the province of an examiner in his recommendations.

In its statement of facts and grounds for decision the Commission said it found that the two Chicago stations are not rendering service of distinctive character and that their deletion would not deprive Chicago listeners of program service which they are not now getting from other stations. Moreover, it brought out that Indiana is 2.08 units, or the equivalent of approximately two stations of 1 kw. each under quota, while Illinois is 12.49 units over quota.

RAISED PROPERTY ISSUE

THE WMBB-WOK case now off the court records, was the first to raise the issue of property rights and of the constitutionality of the radio act. WMBB-WOK challenged not only the right of Congress to regulate broadcasting but also the legality of the Federal Radio Commission, which was created by the radio act. Moreover, it was contended that the Commission, by removing the Chicago station from the air, had confiscated its property without compensation and without due process of law, in violation of the Fifth Amendment to the Constitution.

After the Commission removed WMBB-WOK, the owners announced their intention of broadcasting without a license. This was blocked by an injunction issued by the Federal District Court in Chicago, presided over by Judge J. H. Wilkerson. On March 1, 1929, Judge Wilkerson rendered his opinion in which he upheld the radio act and denied the contention of property rights.

An appeal was taken to the Circuit Court of Appeals, which certified five questions on this and a related case to the Supreme Court. Last January, however, the Supreme Court remanded the case to the Circuit Court, after hearing arguments, on the ground that the questions were too indefinite. Subsequently the case was argued before the latter court, with Assistant Attorney General John Lord O'Brian as counsel for the Government. This court last July handed down its opinion in which it sustained, in substance, the findings of Judge Wilkerson.

The new ruling of the court settles the question of constitutionality unless an appeal on certiorari is sought and accepted by the Supreme Court. The Circuit Court, in holding that Congress has the power to regulate broadcasting as interstate commerce, said "it would exercise its power in the only manner which would accomplish the desired end, which was through elimination of a plurality of broadcasting stations operating on the same wave length in the same territory as the same time."

As to property rights the court held that "every investment in broadcasting stations was subject to this exercise of reasonable and necessary regulation by Congress. As against such possible regulation there existed no vested right in favor of investors."

Maj. Gen. Geo. S. Gibbs

MAJ. GEN. GEORGE S. GIBBS, recently retired chief of the Army Signal Corps, who joined the International Telephone and Telegraph Co. on July 1 as vice president in charge of telegraph, cable and radio communications subsidiaries, was elected president of the Postal Telegraph-Cable Co. by action of the board of directors Oct. 15. He succeeds Clarence H. Mackay, elected board chairman. A. H. Griswold was named executive vice president and William J. Deegan vice president and comptroller.

Broadcasters Are Urged To Advertise Services

ADVERTISING campaigns designed to call general attention to the advantages of using broadcasting stations as well as other communication services were recommended to the communications enterprises of the continent by the Fourth Pan American Commercial Conference in session at Washington in October.

A resolution emphasizing the importance of "illustrated advertising" was adopted by the conference on motion of its committee on communications. It recommended that the attention of private enterprises and governments which control electrical communications be called "to the advantages derived from illustrated advertising on the cost and benefits obtained from the utilization of the various services which they have established."

Another recommendation urged the countries of America to enter into agreements for the regulation of communications in view of interference that has developed between radio stations. Such interference was described as a "serious obstacle to the development of international communications."

The resolution was adopted as introduced by Luis Sanchez, of the Mexican Government's radio administration.

Press-Radio Fight May Bring Ruling

THE RIGHT of newspapers to engage in direct competition with existing broadcasting stations in their communities may be passed upon by the Federal Radio Commission soon in deciding a newspaper-radio controversy at Williamsport, Pa.

The point was raised before Chief Examiner Ellis A. Yost, but he said it was not his purpose to make this a test case, adding that he would submit his recommendations solely on the basis of public interest, convenience, and necessity. Through Elisha Hanson, its counsel, the Sun-Gazette Co., of Williamsport, publishers of the Sun and the Gazette & Bulletin, raised the question in presenting evidence supporting their application for authority to build a new 100-watt station to share time with WRAK, Williamsport, now using full time on 1370 kilocycles.

Mr. Hanson, who also is counsel for the American Newspaper Publishers Association, said the matter was considered by that association and by the Pennsylvania state branch as a test to protect the advertising rights of newspapers. The application was opposed by C. R. Cummins, owner of WRAK, who declared that if the application were granted, he, in effect, would have to go out of business. Mr. Cummins asserted the Pennsylvania state association had appropriated $500 to bring the Sun-Gazette application before the Commission.

"We are interested," said Mr. Hanson, "because any one has the freedom to enter the newspaper business, while radio stations are more or less in a protected position by the license they hold from the Radio Commission."

While Mr. Yost may not discuss the general newspaper-radio issue in his report, the Commission can take cognizance of it through the record in the case.

WOV Wins Battle On Insurance Law

STATION WOV, New York City, recently won an interesting legal battle over insurance advertising, according to Edward Dukoff, director. WOV was awarded the decision in the case of the New York State Insurance Department versus the International Broadcasting Corporation on charges of violation of the New York state insurance law, which states that it is a misdemeanor to solicit insurance for a foreign company. WOV was charged with soliciting insurance for the Union Mutual Life Insurance Company of Iowa by means of electrical transcription broadcasts.

Magistrate Weil, Harlem magistrates court, held that broadcasting as done by the insurance company, i.e., merely stating the nature of the policy and requesting that inquiries be made, is advertising and not solicitation. The court defined solicit as meaning "to earnestly request," while advertising is merely to state facts. John Iraci, president of WOV, fought the case through the courts for six months.

Dual Operation Test Shows Results

Engineer Claims Greater Coverage and Loss of "Squeal" Through 4-Station Common Frequency Experiment

BY T. A. M. CRAVEN

T. A. M. Craven

IN MARCH, 1931, four independent radio stations ventured forth on what may be the beginning of a new era in broadcasting. This venture is so well advanced on the road to success that today is an opportune time to take note of the results accomplished by these four pioneers.

The most important phase of this new thought in broadcasting is the complete acceptance on the part of the individual managements of the four stations of the underlying necessity for cooperative action in place of the usual non-cooperative fever which is the bugbear of so many radio stations of today.

Having accepted this principle of cooperation, the next phase of importance was the application of engineering principles to increase coverage and quality of service.

The four stations engaged in this pioneering work are WHP, Harrisburg, Pa.; WOKO, Albany, N. Y.; WHEC, Rochester, N. Y., and WCAH, Columbus, O., all subscribers to CBS programs. WBAK, the state police station at Harrisburg, Pa., cooperated handsomely in assisting in this advance of science.

The distance in miles between the four stations is as follows:

	WHP	WCAH	WHEC	WOKO
WHP	------	330 mi.	215 mi.	240 mi.
WCAH	330 mi.	------	370 mi.	530 mi.
WHEC	215 mi.	370 mi.	------	205 mi.
WOKO	240 mi.	530 mi.	205 mi.	------

OBJECT OF EXPERIMENT

THESE distances vary from one-third to one-half of that which is considered standard. The object of the experiment was to determine whether this below standard geographical separation between stations operating simultaneouly on the same frequency could be maintained without detriment to the service of each.

These stations are licensed for 500 watts operation with the exception of WHP, which is licensed for 1,000 watts in the daytime and 500 watts at night.

WOKO of Albany, N. Y., and WHEC of Rochester, N. Y., formerly operated on 1440 kc. with a time-sharing arrangement at night. Their service was subjected to severe interference from stations on the same channel. This interference, combined with the time-sharing feature, was an unsatisfactory condition from both an economic standpoint and from the point of view of service rendered the public.

WHP of Harrisburg, and WCAH of Columbus, formerly operated on 1430 kc. with a time-sharing arrangement. In addition, WHP shared time with WBAK, also of Harrisburg. This condition was unsatisfactory from an economic standpoint to all of the stations involved.

These four stations now operate simultaneously on 1430 kc. This means that each has full time, except that WHP still shares with WBAK, the other station on the same channel in the same city. WBAK uses the transmitter of WHP during the experiment.

Observations made during the past summer show that within the normal protected service area of these stations mutual radio interference is of such a slight degree as to make service entirely acceptable and saleable. In fact, the interference between the four stations is much less than that created by stations on adjacent channels. This is a remarkable situation, differing greatly from the conditions usually resulting from the heterodyne "squeals" one so frequently encounters between regional and local stations separated at greater distances than those of the four pioneer stations.

"SQUEAL" DOOMED

THE HETERODYNE "squeal" is now doomed. In its place we will have a "flutter," but this "flutter" will occur at greater distances from the station than the former "squeal." In other words, the coverage will be increased. This is especially true when stations broadcast the same program, such as those used at chain stations.

Control Panel Used in 4-Station Common Frequency Experiment

Thus, so far, the four stations are enjoying more time and experiencing less interference and hence can render an improved service to the public with an increased economic return.

All of this is accomplished in a very simple and inexpensive manner within each of the stations. No extra land wires are required to connect the stations. Considering the returns which will accrue to the stations, the capital invested is remarkably small.

In a few words, the equipment required at each station is merely a frequency control unit capable of being tuned and maintaining the station frequency with more than the usual degree of accuracy. In addition, there is required an accurate frequency checking device independent of the control unit. At one of the stations this frequency checking device should be of extra accuracy and so fitted that this station can check the frequeny of the other three stations, and thus permit the maintenance of a near "zero beat" relation. Such a relation means that the stations are using exactly the same frequency instead of slightly differing frequencies such as is usually the case with broadcasting stations licensed for the same channel.

The important features of the equipment are the capability of tuning to within a few cycles, the maintenance of this tuning to a constant value under changeable conditions, and the ability to check the "zero beat" relation.

MADE IN WASHINGTON

THE EQUIPMENT used by the four stations was specially designed and manufactured by the Radio Research Company, Inc., of Washington, D. C., which specializes in practical applications of high precision work.

A significant feature of the four station experiment is that all of the new equipment is required by the new orders of the Federal Radio Commission, except that pertaining to the degree of accuracy and the extra tuning device at the one station. Thus it can be seen that the cost of this extra degree of accuracy is so small in comparison with the returns resulting from service rendered by the stations that it represents an outstanding advance in the practical art of broadcasting.

The coming of winter, with its normal increase of adverse interference conditions, will be a test for these four pioneer stations. It will demonstrate whether or not further steps are necessary. It is predicted that such steps will not be required, but if by chance such a need is proved there remains a probability of solution. This solution will have to be in the nature of reducing the effect of the "sky wave." This is the wave that carries the interference to a distance. The actual solution of this phase of the problem will have to lay in antenna design. Fortunately for the stations any steps along these lines will also result in a further increase of coverage.

The experiment to date indicates that, while the results cannot be called a general panacea for the improvement of broadcasting as a whole, there has been demonstrated the possibility of many applications which will be to the advantage of both the public and the individual broadcasting station. In any event, based upon the observations made in the summer months, there is assured a complete absence of the phenomenon called audible heterodyne, which is the "squeal" of broadcasting, and a substantial increase in the quality and coverage of the service of these broadcasting stations.

Community Station Plan to Be Refiled

THE APPLICATION of Community Radio, a corporation to be formed, for 25 channels for the exclusive use of community broadcasting stations in 267 cities will be refiled within a few months, according to C. R. Cummins, Williamsport, Pa., sponsor of the project.

In Washington on Oct. 20 to attend a hearing involving his station, WRAK, Williamsport, Mr. Cummins said the application would be resubmitted just as soon as certain tests are conducted involving operation of local stations on channels only two kilocycles wide. The whole plan hinges on the blocking off of 25 channels to be used by stations on the two kilocycles separation basis. Power would be allotted to the cities and towns in which stations would be allocated on the basis of one watt per 1,000 population.

The original application was filed by Mr. Cummins as trustee for Community Radio last March, and a hearing was scheduled for Oct. 16. The hearing, however, was ordered in default by the Commission because Mr. Cummins had failed to file the necessary appearance papers.

The application enumerated the cities and towns in which the 267 stations would be located. By states, the stations were to be allotted as follows: Pennsylvania, 41; Massachusetts, 38; Ohio, 32; Illinois, 28; New York, 22; Michigan, 21; Connecticut, 17; Indiana, 17; New Jersey, 11; New Hampshire, 9; Maine, 8; Rhode Island, 7; Kentucky, 6; West Virginia, 5; Wisconsin, 3; and Iowa, 2.

Bay City Station Files Appeal on Wave Shift

AN APPEAL from the Federal Radio Commission's decision denying WBCM, Bay City, Mich., a change in frequency from 1410 to 940 kc., with its present power of 500 watts and unlimited time, was filed in the Court of Appeals of the District of Columbia Oct. 21. (Court of Appeals No. 5528).

Claiming that the purpose of the application was to obtain from the Commission maximum restoration of its former service area with minimum disturbance to the present allocation, the petition said the Commission assigned seven stations to the 1410 kc. channel without notice of hearing to WCBM. As a result, it charged, the service area of the station was reduced.

XUM

Lottery Law Seen At Next Congress

Commission Counsel Predicts Introduction of Measure

Thad H. Brown

LEGISLATION to prohibit the broadcasting of lotteries or games of chance will be introduced at the next session of Congress, in the opinion of Thad H. Brown, general counsel of the Federal Radio Commission.

In an address on radio and the press before the Ohio Select List of Dailies, at Columbus, on Oct. 19, Col. Brown recalled the activities of the Commission only a few months ago with respect to lotteries. These were a direct outgrowth of the action of the American Newspaper Association, which at its convention last April adopted a resolution favoring the bringing of broadcasting under federal lottery laws.

"Undoubtedly, legislation will be proposed to Congress at the coming session making illegal the transmission by radio broadcast stations of any lottery or game of chance," he declared.

Similar legislation has been introduced during the past several years but failed of enactment. Because of the pressure brought to bear by newspapers, particularly those in rural areas which in former days derived a substantial revenue from lottery advertisements but which now are prohibited from accepting them by the postal laws, it is generally believed that such a bill could be enacted at the next session with only negligible opposition.

The Commission, Col. Brown brought out, was informed by its legal division that the radio act does not give it the authority to prohibit by regulation the advertisement of lottery over radio and that the subject is a matter for legislation by Congress. The division has been called upon, he said, to make an examination of a lottery bill which will be introduced at the forthcoming session.

Col. Brown said that the legal division maintains a close check of station programs, and that while the radio act specifically prohibits the Commission from exercising censorship, the courts have upheld it in the consideration of programs as a means of determining whether public interest would be served by the continued operation of the station. He cited the case of Dr. John R. Brinkley, whose KFKB, Milford, Kans., was removed as clearly establishing that principle.

"This case is of tremendous importance," he declared, "in that it recognizes the right of the United States Government, through the Federal Radio Commission, to determine whether or not a particular type of program is in the public interest."

Col. Brown discussed also the manner in which radio communication facilities are being employed by press groups for the gathering and dissemination of news. He said there are 614 broadcasting stations in this country, of which 91 are "owned by newspapers."

Westinghouse Will Hold Stations, Says Merrick

PRESS reports that the Westinghouse Company will soon turn over the operation and management of its broadcasting stations to NBC are emphatically denied in a statement by F. A. Merrick, Westinghouse president. The statement says:

"Certain rumors which have been brought to my attention have been to the effect that the Westinghouse Electric and Manufacturing Company is contemplating disposing of its interest in radio stations KDKA in Pittsburgh, WBZ in Boston, WBZA in Springfield, and KYW in Chicago. Westinghouse Company has no intention of divesting itself of ownership, operation or control of its broadcasting stations or any one of them. These stations have been and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

May Go Commercial

KSMR, Santa Maria, Cal., owned by the Santa Maria Valley R. R. of the Capt. Allen Hancock interests and hitherto operating as a non-commercial station, may go commercial in December, an option to purchase having been granted to certain interests.

Our Fun-Magnate

MAJOR-Domo S. L. (Roxy) Rothafel's recent visit to Savoy Hill, home of the British Broadcasting Corporation, in the interests of the Radio City project, led Wireless World of London to describe him as "one of the big fun-magnates of the United States." Continued the British periodical: "What he and his 'gang' don't know about broadcasting could be sandwiched between the pips of the Greenwich time signal . . . I am glad to think that Americans can pick up ideas over here."

Combination Discounts

TEN per cent discount from card rates is offered sponsors taking KSEI, Pocatello, Ida., and KTFI, Twin Falls, Ida., affiliated stations, if both stations are used and the contract is handled through KSEI. Robert E. Lee, Jr., is KSEI manager. A combination rate is also being offered over KFPY, Spokane, and KGIR, Butte, through a cooperative arrangement between those stations. In addition, a Washington state hookup can be arranged by adding KOL, Seattle, and KOIN, Portland.

Wrigley vs. Amos 'n' Andy

Battle Looms for Eastern Following as Chorus Girl Skit Takes Competing Time Over CBS

THE radio world—listening public as well as production interests—is sitting back with eager anticipation to watch the result of what it considers the audacious challenge flung out by William Wrigley, Jr. Company in introducing its much-advertised million dollar skit, "Myrt and Marge," in direct competition in time with the already established and ever popular Amos 'n' Andy.

To be sure, the conflict occurs during only one broadcast—that on the eastern seaboard between 7 and 7:15 p.m. E.S.T., but the market reached by that network is one of the most vital in radio's order of things. The feature will be heard five nights a week, beginning Nov. 2.

Since those lovable stars, Correll and Gosden, skyrocketed to radio heights with their Amos 'n' Andy, that 15 minutes has been a drug on any station except that carrying the skit. But now comes the Wrigley feature over CBS at the same time to challenge the idea that the world agrees on an identical radio menu.

The feature, the adventures of two chorus girls, written and acted by a team of ex-show beauties, is the biggest one coming out of the Chicago studios of CBS and covers the country from coast to coast, including the Don Lee network at the Pacific end. Besides the 7 o'clock eastern show, there is a second broadcast going to the middle and far west from 10:45 to 11 o'clock E.S.T. This period immediately precedes Amos 'n' Andy in those territories. The skit runs five nights a week.

The show itself, and the fact of its existence, is a story in itself. For many moons almost everyone that had any idea for a radio production has approached P. K. Wrigley or his father, William Wrigley, Jr. But all has been to no avail.

Not so with Myrtle Vail, an ex-show girl. This young lady had an idea. She got it one evening while listening to radio programs. Writing out three or four suggested episodes, she obtained a letter of introduction to P. K. Wrigley from a friend, interviewed the Wrigley president in his office, gave an impromptu audition reading all the parts herself, and landed a contract then and there. The act is to run for 52 weeks, and, though both girls taking the leads are new to radio, CBS and Wrigley officials are confident of its success.

The continuity combines heart-throbs and wise-cracks. It opens at a rehearsal for a show and takes place for the most part back-stage with full theatrical effects including orchestra and extras. As the plot progresses an aspiring attorney, a scheming and black-mailing brother of one of the girls, and other characters are woven into the drama.

But with the opening of the program, the mystery that has surrounded the subject matter of the skit must take second place in public interest to the outcome of the battle for the listening public on the eastern stations between Pepsodent's Amos 'n' Andy and Wrigley's "Myrt and Marge."

KYW Boasts Model Newspaper Tie-up

Herald and Examiner Offers Advertisers Radio Time

WESTINGHOUSE'S KWY, Chicago, and the Chicago Herald and Examiner, its full-time lessee, have worked out a tie-up between newspaper and radio that has proved very satisfactory and offers an example to the numerous stations and newspapers throughout the country that have been attempting to solve this problem.

The tie-up is an advertising one pure and simple—although, of course, certain times during the day are set aside for Herald and Examiner editorial features and promotion. KYW contracts state that any local advertiser using 5,000 or more lines in the Herald and Examiner annually is entitled to a 15 per cent discount in rates over and above all other standard discounts.

Not only that, but a definite tie-up has been established in several daily features on the air.

For instance, there is a program called "State Street Tomorrow," which appears each day from 10 to 10.20 p. m. except Sunday, when it is moved up to 10.15 to 10.35. For this broadcast eight large State Street stores contract with the Herald and Examiner for a certain amount of space annually. Then each of the eight stores gets one advertising mention during the "State Street Tomorrow" program with the orchestra.

The stores are rotated in order-of-mention alphabetically so there is no conflict or preference shown. The announcements may touch upon the store directly, any special offering, and may refer to the advertisements in the Herald and Examiner.

The "Marshall Field and Company Musical Clock" runs from 7 to 9 o'clock each morning. A girl gives a correct time announcement every five minutes. The commercial announcements every 15 or 20 minutes are by a male announcer. The program consists of phonograph records and includes every variety of recording.

"The Musical Clock" was originated many years ago as a station sustaining feature. It became so popular that Marshall Field and Company became interested. They contracted for a week's test, were satisfied and contracted for six months, renewed this contract for another six months and at the end of the year contracted for the feature for an unannounced period.

Producer Loses Attempt To End Song Broadcast

PETITION of George White, New York theatrical producer, to enjoin three radio organizations from broadcasting songs from the current "Scandals," has been denied by Justice John E. McGeehan in the State Supreme Court. Defendants were the NBC, CBS and WOR.

Mr. White contended he held ownership rights on songs that were being sung on the air and that he had not sanctioned their use on radio. The defendants pointed out that they had obtained permission to broadcast the songs from DeSilva, Brown and Henderson, publishers of sheet music.

Zone and State Quotas Remain Unequalized in New Tabulation

Wide Disparities Still Exist Despite Commission's Efforts to Observe Davis Amendment

WIDE disparities in the distribution of broadcasting facilities among the five radio zones and the states continue to exist, despite the efforts of the Federal Radio Commission to bring about the equalization required by the Davis amendment, the Commission's latest compilation of quota figures reveals.

In substance, the figures show that the Davis amendment, which became law in 1928, is still inoperative, and that approximately one-half of the states are over-quota, with the other half more or less delinquent in facilities. As a matter of fact, records show that on the whole the disparity of assignments is even greater now than it was before the so-called quota regulation (General Order 102) was adopted last January, due to the fact that at the time this order was adopted simultaneous day operation was not charged to quota.

The figures show that the country is exactly 34 units over-quota, or approximately the equivalent of that number of 1 kw. stations operating full time on regional channels. The Commission has established the arbitrary figure of 400 units as the total to which the country is entitled, or 80 to each zone.

Of the 48 states, 23 are over-quota and 25 under-quota. Three territorial possessions (Hawaii, Porto Rico and the Virgin Islands) and the District of Columbia are delinquent in facilities, while Alaska is over-quota .32 of one unit.

ZONES ARE UNEQUAL

THE view is held that the Davis amendment is inoperative because it is physically impossible to assign all of the facility factors equally among the five zones when they are so disproportionate in size, but are approximately equal in population. The amendment declares this shall be done to bring about equality both of reception and transmission.

In spite of the Commission's efforts to comply with the Davis amendment, it is indicated by the quota figures that the natural laws of economics frustrate the working out of a mathematical distribution of facilities if interference is to be averted. It is hoped that the new frequency deviation regulation, (General Order 116) which becomes effective next July, and which provides for a reduction in tolerance from 500 cycles plus or minus, to fifty cycles, will permit the successful operation of all stations on the air without as much interference as now exists.

A comparison of the quota units as of January 8, when General Order 102 became effective, with the current figures, discloses that the Fourth or Middle-Western zone—the most over-quota in the nation—actually has increased in units assigned. On January 8 it had a total of 96.60 units and was 16.60 units in excess of its quota, whereas the new figures show it is 20.05 units over. The Third or Southern zone also enjoyed an increase from 89.29 units, which made it 9.29 units over-quota, to a total of 92.54 units, or 12.54 units over-quota.

In the cases of the other three zones, changes have been effected since the first of the year in accord with the intent of General Order 102. The Fifth or Pacific zone, for example, last January was 13.25 units in excess of the 80 units to which it is entitled, while the new figures show it to be but 12.73 units over-quota. The First or Eastern zone was 5.17 units under-quota at the beginning of the year, as against 4.24 units under-quota now, while the Second or East Central zone now is 7.64 units under-quota as compared with 9.94 units under quota at the beginning of the year.

Changes in the status of the individual states of material significance also are shown in the analysis of quotas for January as compared with the new figures. Illinois, as the most over-quota state in the country, was 10.00 units in excess of its quota at the beginning of the year, and since then has acquired 2.49 units additional. Pennsylvania, as the most under-quota state in units, lacked 7.95 of the 27.64 units to which it is entitled on January 1, but was still 7.39 units below quota when the new figures were compiled. There are nine states, however, which are more under-quota than Pennsylvania, on a percentage basis.

In defense of the Commission it was pointed out that the grants of facilities in over-quota states and zones since the adoption of the new quota regulation were not actual violations of General Order 102, but resulted from the simultaneous day operation of stations on the same channel, which were going on before the order was adopted. Previously, these day assignments had not been charged to state or zone quotas.

1930 CENSUS BASIS

JUST six weeks ago, the Commission adopted the official 1930 population census figures as the basis for computing the distribution of broadcasting facilities, but they had very little effect upon the general distribution. Up to that time, the preliminary figures released by the Department of Commerce covering the 1930 population census were employed in following out the terms of the Davis amendment.

This new tabulation showed differences between the quota units due under the preliminary figures and the final census figures affected 33 states, Porto Rico and the District of Columbia. No state gained more than .05 of a unit, which occurred in the case of New Jersey, while the greatest loss was .04 of a unit, in the case of Kentucky. The changes were as follows:

New Jersey, +.05; Kentucky, —.04; New York, —.03; Indiana, +.03; Utah, +.03; Connecticut, +.02; Porto Rico, —.02; District of Columbia, +.02; New Hampshire, —.02; Ohio, +.02; Alabama, —.02; Louisiana, +.02; Illinois, +.02; Minnesota, —.02; Nebraska, —.02; Colorado, —.02; New Mexico,—.02; Massachusetts, —.01.

Maryland, —.01; Pennsylvania, —.01; Michigan, +.01; Virginia, +.01; West Virginia, +.01; North Carolina, —.01; Georgia, +.01; Arkansas, —.01; South Carolina, +.01; Missouri, —.01; Wisconsin, +.01; Kansas, —.01; South Dakota, +.01; North Dakota, —.01; California, +.01; Washington, —.01; Montana, +.01.

"Quo Quota Quantum"

	Population	Pct. of Zone Facilities Due	Quota Units Due	Present Quota Assigned	Over or Under Quota Units	Over or Under Quota Per cent
FIRST ZONE						
New York	12,588,066	43.83	35.07	39.20	+ 4.13	+ 12
Massachusetts	4,249,614	14.80	11.34	9.98	— 1.86	— 16
New Jersey	4,041,334	14.07	11.26	11.53	+ 0.27	+ 3
Maryland	1,631,526	5.68	4.55	4.10	— 0.45	— 10
Connecticut	1,606,903	5.60	4.48	3.55	— 0.93	— 21
Porto Rico	1,543,913	5.38	4.30	0.40	— 3.90	— 91
Maine	797,423	2.78	2.22	2.20	— 0.02	— 1
Rhode Island	687,497	2.39	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.69	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.62	1.29	0.80	— 0.49	— 38
Vermont	359,611	1.25	1.00	0.60	— 0.40	— 40
Delaware	238,380	.83	.67	0.70	+ 0.03	+ 4
Virgin Islands	22,012	.08	.06	.....	— 0.06	—100
Total	28,718,441	100.00	80.00	75.76	— 4.24	— 5
SECOND ZONE						
Pennsylvania	9,631,350	34.54	27.63	20.24	— 7.39	— 27
Ohio	6,646,697	23.84	19.07	18.65	— 0.42	— 2
Michigan	4,842,325	17.36	13.89	11.40	— 2.49	— 18
Kentucky	2,614,589	9.38	7.50	7.62	+ 0.12	+ 2
Virginia	2,421,851	8.68	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	6.20	4.96	4.95	— 0.1	— 0
Total	27,886,017	100.00	80.00	72.36	— 7.64	— 10
THIRD ZONE						
Texas	5,824,715	20.27	16.22	22.77	+ 6.55	+ 40
North Carolina	3,170,276	11.03	8.82	7.82	— 1.00	— 11
Georgia	2,908,506	10.12	8.10	7.95	— 0.15	— 2
Alabama	2,646,248	9.21	7.37	6.22	— 1.15	— 16
Tennessee	2,616,556	9.11	7.29	12.83	+ 5.54	+ 76
Oklahoma	2,396,040	8.34	6.67	9.00	+ 2.33	+ 35
Louisiana	2,101,593	7.31	5.85	8.50	+ 2.65	+ 45
Mississippi	2,009,821	7.00	5.60	3.00	— 2.60	— 46
Arkansas	1,854,482	6.54	5.16	4.40	— 0.76	— 15
South Carolina	1,738,765	6.05	4.83	1.70	— 3.13	— 65
Florida	1,468,211	5.11	4.09	8.35	+ 4.26	+104
Total	28,735,213	100.00	80.00	92.54	+12.54	+ 16
FOURTH ZONE						
Illinois	7,630,654	28.15	22.52	34.67	+12.15	+ 54
Missouri	3,629,367	13.39	10.71	12.05	+ 1.34	+ 12
Indiana	3,238,503	11.05	9.56	7.48	— 2.08	— 22
Wisconsin	2,939,006	10.84	8.67	7.95	— 0.72	— 8
Minnesota	2,563,953	9.46	7.57	9.04	+ 1.47	+ 19
Iowa	2,470,939	9.12	7.30	11.45	+ 4.15	+ 57
Kansas	1,880,999	6.94	5.55	4.71	— 0.84	— 15
Nebraska	1,377,963	5.08	4.06	7.26	+ 3.20	+ 79
South Dakota	692,849	2.56	2.05	3.01	+ 0.96	+ 47
North Dakota	680,845	2.51	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	100.00	80.00	100.61	+20.61	+ 26
FIFTH ZONE						
California	5,677,251	46.07	36.86	36.43	— 0.43	— 1
Washington	1,563,396	12.69	10.15	15.80	+ 5.65	+ 56
Colorado	1,035,791	8.40	6.72	9.42	+ 2.70	+ 40
Oregon	953,786	7.74	6.19	9.15	+ 2.96	+ 48
Montana	537,606	4.36	3.49	3.00	— 0.49	— 14
Utah	507,847	4.12	3.30	6.60	+ 3.30	+100
Idaho	445,032	3.61	2.89	2.60	— 0.29	— 10
Arizona	435,573	3.53	2.83	2.60	— 0.23	— 8
New Mexico	423,317	3.44	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.99	2.39	1.40	— 0.99	— 41
Wyoming	225,565	1.83	1.46	0.20	— 1.26	— 86
Nevada	91,058	.74	.59	0.80	+ 0.21	+ 36
Alaska	59,278	.48	.38	.70	+ 0.32	+ 84
Total	12,323,836	100.00	80.00	92.73	+12.73	+ 16

KOIN, Portland, Ore., is building a new addition to house its technical department.

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Brass Tacks

AMERICAN broadcasting has reached the stage of stabilization. The era of reckless development is over. Henceforth, American broadcasting must build along sound social as well as sound economic lines. No group of men are better aware of this than the broadcasters themselves, as was evidenced by the proceedings of the NAB convention in Detroit last week.

This country's broadcasting must be maintained at a high level with a maximum of self-regulation and a minimum of outside intervention. Realization of this was indelibly impressed upon the broadcasters by important figures in public life and private enterprise who addressed them.

Unless the broadcasters present a united front and keep their own houses in order, the insidious campaigns of outside interests, who though they do not say so openly would destroy Radio by the American Plan, may gain force. To arouse public sentiment—which apparently does not want to be aroused against the American system—these enemies have contrived campaigns against too much advertising and against any little flaws they might discern in the American structure.

They ignore the high standards most of the organized broadcasters have achieved or are seeking to achieve. Actually, we know that their motives are selfish—that they either want radio to themselves or fear radio as a competitive force in business or social leadership. Happily, these enemies are divided among themselves, with few of them offering any constructive alternatives to the present system and each of them opposed to the other's theories and ambitions.

In so young and so successful an enterprise as broadcasting, mistakes naturally are being made. With respect to advertising, for example, we concur in the view that there isn't too much advertising but that there is too much poorly done. This will undoubtedly remedy itself, however, as broadcast hours, which cannot be added like the pages of a newspaper, are held at greater premium and the broadcasters can pick and choose their accounts more discriminately.

Striking at basic defects in their own structure and showing evidences of an acute consciousness of their public service duties, the broadcasters at their convention adopted a score of resolutions. Probably the most significant statement heard there was to the effect that service to the listener is the primary requisite to commercial success. If broadcasters generally will follow the course charted by the NAB convention, there isn't a force on earth that can assail them on any front with any hope of success.

Mexico

THE MEXICAN situation is becoming a matter of grave concern to American broadcasting and emphasizes the need for a definite understanding on the use of wave lengths by North American nations. The construction of eight or ten new stations just across the border is reported in the news columns of this issue. Interference already caused by XER, the new 75 kw. Brinkley station at Villa Acuna, just across the Rio Grande from Del Rio, Texas, focuses attention anew on the problem.

The longer the matter is delayed the more serious it will get. Stations going up in Mexico without regard for those here or in Canada acquire rights which grow more formidable with time. If steps were taken now the contingency might be met with least embarrassment to American broadcasting, and perhaps by a simple reallocation of Mexico's relatively few existing stations.

It would seem that it is Federal Radio Commission's province to suggest such a conference to the State Department. The Commission, however, has been inclined to side-step the whole issue, apparently marking time until the Madrid Conference next year in the expectation possibly that the solution will come through the widening of the broadcast band or the opening up of the European long waves on this continent.

Praise From Leaders

IT WAS gratifying indeed to perceive the note of satisfaction with the American system of broadcasting that marked President Hoover's address to the broadcasters in convention assembled in Detroit. Under private enterprise, President Hoover said, the lack of restraint upon programs and excellence of service without cost to listeners have avoided political and social conflicts and have preserved free speech in this country. In that sentiment a Progressive Democrat, Senator Dill, co-author of the Radio Act of 1927, also appears to agree, for it was Senator Dill who declared in a broadcast address last spring that "Radio in the United States should be kept as free as the press." Gratifying and significant, too, was the closing remark in the address by Senator White, who as former chairman of the House committee in charge of radio was author of the radio act on the House side of Congress: "Our system of communications are here in America a flame fusing our people into an American type, with common ideals and common aspirations for our country. You have splendidly met the obligations these considerations impose. That you will continue to do so, I do not doubt."

The RADIO BOOK SHELF

MR. ARTHUR W. SCHARFELD, in his recent article, "The Mexican Broadcasting Situation," in the July Journal of Radio Law, Air Law Institute, Northwestern University, has contributed an interesting and enlightening work on the legal problems involved in the regulation of radio communication as between Mexico, Canada and the United States. The work traces the history of Mexican communication from the time of the Indian courier to the use of radio. Attention is particularly drawn to the problems involved in determining the rights of broadcasters licensed to use a particular frequency in either the United States or Canada who find Mexican stations operating on their assignment. The seriousness of this problem has been brought home to broadcasters in this country during the last year by the erection of high power stations not only by Mexican but also by certain disgruntled broadcasters in the United States who have been denied licenses by the Federal Radio Commission.

The author has pointed out the international aspect of this problem and the complicated questions of priority of rights involved. Three possible solutions of this problem are suggested: (1) clearing certain regional channels by reducing the power of stations previously operating thereon and assigning them to local channels; (2) reducing the kilocycle separations by the regional and local channels; (3) extending the broadcast band to include frequencies below 550 kc. Since no provision has as yet been made as to what frequencies Mexico shall have exclusively, and in view of the present Mexican laws governing radio communications, the necessity of reaching some agreement between the North American nations is vital.

The author discusses these problems from purely a legal point of view. No attempt is made to deal with the intricate and complex political and economic problems which are necessarily involved in determining any international problem. It is worthy of the study of every person interested in seeing the formulation of an agreement for the regulation of radio communication among the North American nations.

THE AUGUST selection of the Scientific Book Club was Edgar Felix's "Television, Its Methods and Uses," (McGraw-Hill Book Co., New York City, $2.50). This book is a comprehensive survey of the entire subject of television, largely in layman's language but also of real interest to technicians. The book should be especially interesting to broadcasters wondering what they should do to prepare themselves for television. Mr. Felix gives a frank and impartial analysis of the basic facts about visual broadcasting. One of his most significant points is that present television research is being conducted along long established lines and, once television emerges from the laboratory, it will find a complete advertising and entertainment structure ready to commercialize it. "There will be no long period of adjustment and development," he adds, without, however, venturing to predict when we may expect television to come. "It is no strain to prognostic powers to predict that television is 'just around the corner.' The probabilities are, however, that most of us are congregated hopefully on the wrong corner." The author has had wide experience in all phases of radio since its inception and writes with the authority of one who is well versed technically.

We Pay Our Respects to—

SENATOR WALLACE WHITE, Jr.

WHEN Wallace White, Jr. was a youth about to enter Bowdoin College back in the nineties, his father, then corporation counsel for the Boston & Maine and the Maine Central railroads, was determined that he should study engineering and that his brother Harold should take up the law. For Wallace, Jr. had a distinct penchant for technical subjects.

Exactly the reverse happened. Wallace, Jr. studied law, being graduated first from Bowdoin in 1899 and later taking up his legal studies after several years in Washington. Harold studied engineering, and today is a scientific farmer at Auburn, Me.

Nevertheless, Wallace, Jr. maintained his interest in things technical. That is probably why he took so keen an interest in radio when, in 1926 and 1927, as chairman of the House Committee on Marine and Fisheries, he had to divide his activities between shipping and the proposed regulation of radio.

It was Chairman Wallace White, who largely framed the Radio Act of 1927 in collaboration with Judge Stephen Davis, former solicitor of the Department of Commerce, at the instance of the then Secretary of Commerce, Herbert Hoover. On the Senate side, Senator C. C. Dill took the most active part in writing the new radio legislation, under which the Federal Radio Commission was established and under which radio is now governed.

In the 1930 elections, Wallace White won the Senatorial toga of his state. In December, he enters the upper chamber of Congress for his first term, probably to become very actively identified with the radio legislation to come. He is not new to the Senate side of the Capitol. He served as secretary to his grandfather, the late Senator Frye of Maine, when that statesman was made president pro tem of the Senate upon the assassination of President McKinley, which took Vice President Roosevelt out of the presiding officer's chair.

First he served as assistant clerk to the Senate Committee on Commerce, then as secretary to Senator Frye. He studied law in 1903 and began practicing in Lewiston, Me. Politics beckoned. He took his seat in the House of Representatives with the convening of the extra session called by President Wilson in April, 1917, being reelected to Congress six times before becoming candidate for the Senate. He won in the Republican primaries over former Governor Brewster and was elected by a wide margin. One of his most notable assignments in radio was the chairmanship of the American delegation sent by President Hoover to Copenhagen last spring for the conference of the International Consultative Committee on Radio Communications.

PERSONAL NOTES

LOUIS C. COHN, formerly with the Bott Advertising Agency, Little Rock, Ark., has joined the sales staff of KRLA, Little Rock.

EDWARD KLAUBER, executive vice president of CBS, spent three weeks in October on a vacation motor tour in the south. Lawrence Lowman acted in his place.

JESSE S. BUTCHER, CBS director of public relations, recently addressed the University Club of Larchmont, N. Y., on "this thing called broadcasting."

CALLIE SIMPSON, star woman salesman of the commercial staff of KELW, Burbank, Cal., is in Wichita Falls, Tex., because of illness in the family.

THOMAS S. LEE, son of Don Lee, owner of KHJ, KFRC, KGB and other stations on the west coast, has joined the KHJ staff, Los Angeles, in the production department. Young Lee holds 43 cups won in sailboat racing.

THOUGH he plays a good trombone, is a Marconi graduate and is commanding officer of the communications section of the 12th naval reserve ,Stephen Perkins, of KFI, Los Angeles, is attached neither to the program nor technical departments. Instead he is one of the station's star salesmen.

GEORGE TURNER, former public relations man for the Boston Grand Opera, more recently in publicity in Los Angeles, has joined KHJ, Los Angeles, as publicity director.

R. L. (ROXY) ROTHAFEL was due to return from his European tour in the interests of gathering talent and ideas for Radio City on Oct. 29. He was accompanied by O. B. Hanson, manager of NBC plant operation and engineering, and Gerald Chatfield, NBC technical art director.

J. P. FISHBURN, Jr., president of the Times World Corp., publisher of the Times and World News, Roanoke, Va., and owner of WDBJ, Roanoke, has been elected vice president of the United States Chamber of Commerce for the southeastern area.

BENJAMIN SOBY, director of sales promotion of the Westinghouse Radio Stations, has just completed a speaking tour that included talks before advertising and civic groups in Washington, Columbus, Dayton and other cities.

DR. BEVERLY O. SKINNER, former president of Wilmington College, Ohio, has succeeded Dr. John L. Clifton as director of education of Ohio, and in that office is responsible for the Ohio School of the Air.

LESLIE S. GORDON, Chicago banker and manufacturer, has succeeded Charles G. Munn as president of the DeForest Radio Co. and Jenkins Television Corp., Passaic, N. J. Mr. Munn becomes chairman of the executive committee of both companies.

LEIGH E. ORE, formerly manager of WLBW, Oil City, Pa., and until recently manager of WJSV, Alexandria, Va., has joined the R. D. Wyly agency, Washington, D. C., as radio director.

DICK RICKARD, assistant production manager of KFRC, San Francisco, has taken up his new duties as manager of KGB, San Diego.

OLIVER MORTON, Chicago commercial representative of Westinghouse stations, has been appointed commercial manager of WBZ-WBZA, Boston-Springfield, to fill the vacancy created by Harold Higgins, resigned to join the staff of WBAL, Baltimore.

WESLEY W. WILCOX, baritone soloist, writer, critic, and studio director, has been appointed general manager and director of KFLV, Rockford, Ill. Aside from executive duties, Wilcox is heard in three feature daily and nightly programs.

MISS CRAIG RICE, until recently with WCLO, Janesville, Wis., and formerly with the Milwaukee Journal and the Chicago American, has joined the staff of the Beacon Syndicate, specializing in continuity scripts for radio stations.

W. L. GORMLEY, formerly with the Department of Agriculture, has joined the Continental Broadcasting Corporation as sales manager of the eastern distributors in Washington, D. C. Prior to his government connection, he was associated with WRAW, Reading, Pa.

WILLIAM J. WEBER, for several years national advertising manager and radio editor of the Charlotte (N. C.) News, has been appointed director of sales and sales promotion for WBT and the Dixie Network of CBS. C. D. Taylor, commercial manager, has resigned from WBT, effective November 1.

DON WITHYCOMB has been named NBC director of station relations, succeeding Glenn W. Payne, who is now assistant to George F. McClelland, vice president and general manager.

MARSHALL KRIEGER has been transferred from the news staff of the Louisville Courier-Journal to the sales staff of WHAS, Louisville.

JOHN M. OUTLER, JR., advertising manager of the Atlanta Journal's rotogravure section, has been appointed advertising manager of WSB, Atlanta, succeeding the late Fritz R. Hirsch.

C. A. GURNEY, commercial representative of WNAX, Yankton, S. D., has been making a tour of advertising agencies in Minneapolis and Chicago and will spend the early part of November in New York City in the interests of the station.

RALPH W. NIMMONS, formerly in production work at WBIG, Greensboro, N. C. and at one time with WRUF, Gainesville, Fla., has joined the announcing staff of WHAS, Louisville.

STEPHEN CISLER, formerly of WLS, Chicago, and now with WGAR, Cleveland, will join WMBD, Peoria, as program director at the end of November.

WILLIAM D. TERRELL, radio chief of the Department of Commerce, took the occasion of his being in Detroit to inspect tests in the Detroit river of a new radio submarine signaling device for which great claims were made by a Boston developmental concern.

BEHIND THE MICROPHONE

RALPH STEWART, founder of the "Bright Spot" Hour on WSB, Atlanta, and pioneer in the field of radio evangelism, has been engaged by NBC to conduct a morning devotional network period at 7:15 a.m. daily.

VINCENT KAY, formerly musical director of WSJS, Winston-Salem, N. C., is supervising a new series of Tuesday night broadcasts over WSB, Atlanta, from the Keith's Georgia Theatre of that city.

WILLIAM STOESS, musical director of WLW, Cincinnati, believes he has made a "find" in Mildred Lawler, 19-year-old Philadelphia schoolgirl, a blues singer being featured with an orchestra in four weekly late afternoon programs. Her only previous experience was several appearances over WCAU, Philadelphia, and in high school theatricals.

WAYNE MACK, young musician and actor of Ashtabula, O., has joined WJAY, Cleveland, as announcer.

HAROLD PEAT, the "Private Peat" of Canadian Expeditionary Forces fame, now associated with NBC Artists Service, filled speaking engagements before the N. Y. state teachers convention in Syracuse Oct. 23, the Minnesota state teachers convention in Minneapolis Oct. 30, and is scheduled to talk to the Hannibal, Mo., Rotary Club on Nov. 10 and the Missouri state teachers convention in St. Louis Nov. 13.

EDMUND LYTTON, announcer for KTM, Los Angeles, has been promoted to the post of music director.

ROY LEFFINGWELL, music publisher and entertainer over KECA, Los Angeles, appears in a 16-millimeter sound film produced by David Horsley Film Laboratories, Hollywood.

TED DUNCAN, music arranger in the NBC San Francisco studios, is composer of "In Old Brazil," a tango, to be published early in November by Leffingwell Publications, Los Angeles.

TED OSBORNE, gag man for KHJ, Los Angeles, formerly with King Feature Syndicate, New York, has left to join the Walt Disney animated cartoon studios, Hollywood.

HENRY BUSSE and orchestra have come under the management of Music Corporation of America, effective at the close of a New Orleans engagement Oct. 26.

L. M. FITZGERALD, manager of NBC Artists Service in Chicago, announces the signing of Mildred Bailey, blues crooner heard with Paul Whiteman and orchestra from the Edgewater Beach Hotel, Chicago, as an exclusive NBC artist.

FRANK WESTPHAL and his 14-piece symphonic jazz orchestra, have been signed to the studio staff of WBBM, Chicago.

GENE ROUSE, chief announcer at KYW, Chicago, has joined the Chicago NBC announcing staff.

VINTON HAWORTH, leading man in dramatic productions at WMAQ, Chicago, and director of its television station W9XAP, becomes an exclusive CBS performer Nov. 1. He has signed to play the lead in the new Wrigley backstage show opening Nov. 2, and will work on other CBS productions.

THE "Two Perfect Heels" of the new Florsheim Frolic, which made its debut over NBC Oct. 16, are Russell Pratt and Ransome Sherman, two of the famous Three Doctors of WMAQ, Chicago, and NBC fame.

ELSIE LICHTENSTUL, stylist of KDKA, Pittsburgh, has just returned from a trip to Europe and Africa, and has resumed her weekday morning broadcasts, basing her talks on her recent observations of styles abroad.

XUM

BOBBY GRIFFIN, formerly of WHO, Des Moines, and WBBM, Chicago, and for the last year with KYW, Chicago, has replaced Gene Rouse at the latter station as the news flash reporter. Gene has been signed by

DAVID OWEN, who has of late been CBS production manager in Chicago, handling, among other things, the nightly "Skippy" sketch, is leaving to join the Chicago NBC staff.

EVERETT MITCHELL, Chicago NBC announcer, celebrates his seventh anniversary in radio on Nov. 2. In that time he has held such positions as station manager, production man, continuity writer, actor and announcer.

SEYMOUR HASTINGS, who has been doing a series of twice-a-week travel programs over KHJ and KFI, Los Angeles, and KGER, Long Beach, the past 12 months for Motor Transit and Pacific Electric Railway, has been elected president of the Round the World DX Club, Los Angeles.

BURT McMURTRY has been assigned to the post of director of commercial programs at the CBS New York studios.

JUDGE GUSTAM, formerly at WCDA, WLTH, and WFOX, New York City, is now announcing at WBBC, Brooklyn.

LIN CHURCH, of KFRC, San Francisco, has been selected to announce the H-O program which goes over CBS eastward each week. He was chosen after a selective competition among the announcing staff.

HELEN STONE, once of KGO, Oakland, Cal., later at KHJ, Los Angeles, is now reported as being at the M-G-M studios in Culver City, Cal., with a role in "Mati Hari." Miss Stone formerly was cellist at KGO and singer at KHJ.

MAURICE JOACHIN, of KNX, Hollywood, has gone to WBBM, Chicago, for a 13-weeks broadcast of his program depicting the adventures of a Hindu secret service agent during the World War.

CATHERINE RENWICK, radio actress, and John Holbrook, NBC announcer have announced their engagement. No date has been set for the wedding.

JAMES L. KITTLESON, dramatist, and coach has joined the announcers staff of KFLV, Rockford, Ill. He was formerly with WISJ, Madison, Wis.

IN THE CONTROL ROOM

ROCHESTER section of the Institute of Radio Engineers will be host at the fall meeting in the Hotel Sagamore, Nov. 9 and 10. Papers are scheduled to be given by David Grimes, RCA; R. H. Langley, Stromberg-Carlson Co.; W. A. McDonald, Hazeltine Corp.; A. B. Chamberlain, CBS, among others.

H. B. GREEN, of New Orleans, has joined WMBR, Tampa, Fla., as chief engineer. S. B. Hubbard, formerly with WFDW, Anniston, Ala., is now on the WMBR operating staff.

N. E. WUNDERLICH, formerly with the RCA Victor Co., has been named general manager of the radio division, Bulova Watch Co., New York City.

WCAL, of St. Olaf College, Northfield, Minn., is being manned technically this semester by Hector R. Skifter, licensed operator.

Shumaker Retires Jan. 1

RESIGNATION of Edward E. Shumaker, president of RCA Victor Co., Camden, N. J., effective Jan. 1, 1932, has been announced by David Sarnoff, RCA president. Mr. Shumaker joined the Victor Talking Machine Company in 1904, and served with it until its consolidation with RCA. He intends to retire from active business.

Beck Defends Freedom Of Speech for Radio

FREEDOM of speech over the radio, as a new medium of thought, should be defended as stoutly as the liberty of the press, the public is warned by Representative James M. Beck, (Rep.) Pa. Recognized as one of the country's foremost authorities on constitutional law, the former solicitor general said in an address on Oct. 20 at Monticello, home of Thomas Jefferson, that the cinema, along with radio, must be given adequate protection.

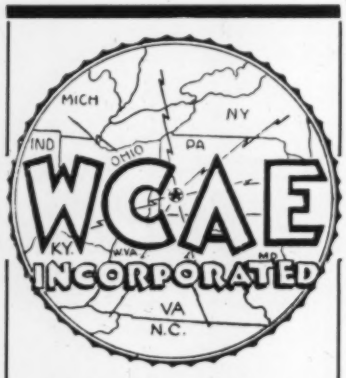
"Within the life of all of us here assembled," said he, "two new media of expression have come into existence. The one is the radio and the other, the cinema. Through the magic of the radio, that 'invisible courier of the air,' it is possible for the spoken word to be carried instantaneously to millions of people and the cinema has at least an equal audience. We must not defend the liberty of the press and ignore these new media of thought.'

Grocers Alliance Signs 13-Week CBS Contract

THE Independent Grocers' Alliance, a national organization of independent grocers, goes on the air Nov. 17, with a series of programs over CBS. The programs are scheduled for Tuesday and Friday mornings from 9.45 to 10 o'clock E.S.T.; and, while the initial contract calls for 13 weeks, it is expected to run longer. The network chosen extends from Boston and Baltimore on the east to St. Louis and Minneapolis in the west.

Unique Record Programs

ONE of Chicago's smaller record-playing stations, WAAF, operated at the Union Stockyards by the Chicago Daily Drovers Journal, offers something unique. Instead of broadcasting an unselected lot of phonograph records, WAAF has separated them into definite units according to the nature of the music, with identifying titles such as "The Band Stand" for band music; "rythm time" for dance music; and similar titles for vocal records, organ music, classical, and semi-classical numbers. These units are offered to advertisers.



Pittsburgh, Pa.

Radio Pays Hotel

RADIO'S value as an advertising medium for hotel services obtains a hearty endorsement from E. J. Caldwell, manager of The Roosevelt, Hollywood, who comments: "Saturday night last we had 10 different people tell us that they had visited the Blossom Room due to our broadcast. One party of 14 called up as late as 11 o'clock and told us they had been listening to the broadcast and had decided to come at once to the Blossom Room."

Theater Folk Impressed By Sanabria Television

USING the same 10-foot screen that he demonstrated at the New York Radio Show in September, U. A. Sanabia, Chicago inventor, exhibited his television system to Tin-Pan-Alley on Oct. 22. Actors in the Guild Theatre were televised and their images were carried over a wire line to a screen in the Broadway Theater.

Notables of the stage, screen, and broadcasting attended the premier on Broadway, and many expressed the belief that visual radio will approach the home through the theatres. Theatrical producers are wondering what effect television is destined to have, if any, on their activities, and they are anxious to join with it if it is a step ahead for the theater.

WOWO Petition Denied

DENIAL of the petition of WOWO, Fort Wayne, Ind., asking the Federal Radio Commission to rescind its grants of power increases to WCAU, Philadelphia, and WHAM, Rochester, N. Y., was ordered by the Commission Oct. 22 as inconsistent with regulations covering procedure. The Commission stated that WOWO failed to file exceptions to the examiners' reports. Answers were filed both by WHAM and WCAU to the Fort Wayne petition. WOWO contended that the mileage separation between Fort Wayne and the two other stations were inadequate, and that the power increases would cause serious interference.

Chairman C. McK. Saltzman dissented from the majority vote, holding that the mileage separations were inadequate. He voted to grant the petition requesting reconsideration of the high power awards to WCAU and WHAM.

Town Crier on WMAQ

THE clamorous ringing of ye olde hand bell six times a day heralds the appearance of the "Uneeda Bakers Town Crier" on WMAQ at Chicago. These broadcast periods, lasting a minute each, are spaced over a period of 14 hours from early morning to late evening. Jack Negley, stage veteran, does the "crying," which consists of a news feature. Just now the crier is promoting Uneeda Graham crackers, emphasizing a recipe book that comes inside the wrapper of the graham cracker package.

The HAY-ADAMS House

WASHINGTON, D. C.
(Opposite White House)

HOTEL—APARTMENT

Reservations Now Being Made

From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from..$4.00
Double Rooms from. 6.00
Larger Suites in Proportion

NATHAN SINROD,
Manager

"On a Stream of Ether Floating"

COMES an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depths of music as well as the heights, the overtones, the color. The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers and advertising agencies by the World Broadcasting System, Inc. and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. *Listen to a World Broadcasting Program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet SPOT BROADCASTING, 1932.*

World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto — 6-242 General Motors Building, Detroit — 333 N. Michigan Avenue, Chicago — Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

*CHEVROLET MOTOR CO.
VICK CHEMICAL CO.
DRUG, INC.
LIFE SAVERS, INC.
JOHN H. WOODBURY, INC.
MAXWELL HOUSE COFFEE
REMINGTON RAND, INC.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

"MUSICAL CLOCK" is the name of a new 7 to 8 a.m. program over WGBS, New York City. It is an unsponsored musical program in which the time is given every five minutes. The "Musical Clock" program heard over WOL, Washington, for the last few years also gives correct time at five-minute intervals, but the recorded selections between announcements are all sponsored.

ADVERTISERS are grouped in a novel way in a week-day morning series over WKRC, Cincinnati, handled by the Frederic W. Ziv, Inc., agency of that city. Miller and Lloyd, formerly on WLW, as the "Grab Bag Boys" handle the announcing informally by chattering about the products advertised.

DAVIS Perfection Bread Co., Los Angeles, sponsors of the "Optimistic Do-Nuts" frolics over KNX, Los Angeles, for the last seven years, has added KHJ, Los Angeles, for its radio campaign, carrying thrice-a-week morning 15-minute periods of piano, song and chatter.

SEVEN years ago Beard Brothers, shoe establishment, began to use KFBL, Everett, Wash., in a campaign. It is still buying time over the air and is KFBL's oldest sponsor. The Clark Investment Co., insurance, comes next with a record of five years.

RICHFIELD Oil Company has taken over the Ascot Races, Los Angeles night-time motor races, and sponsors the weekly event over an NBC-Pacific Coast network, originating via KFI. Previously, for one year, KHJ carried the races as a sustaining feature and later KFWB with a local sponsor.

THE most successful commercial program over KFEL, Denver, the past year has been for the Elco Booster, electrical attachment for automobiles, according to Gene O'Fallon, commercial manager. More than 7,000 were sold in a 30-day period with the dollar for each one received in advance.

AMERICAN Rolling Mill Co., Middletown, O., has resumed its Armco Concert Band series over WLW, Cincinnati, under the direction of Frank Simon.

THE CHAMBER of commerce at Grays Harbor, Wash., through its board of directors, in conjunction with similar committees from Aberdeen and Hoquiam, has announced a four-week radio campaign calling attention to Olympic Highway scenic attractions. Stations in Seattle and Tacoma will be used, with the possibility of also contracting time over Portland stations.

VAN DUYN Candy Co., manufacurers of candy and operators of retail stores in Portland and Seattle, are using KOL, Seattle, for the winter campaign. Pearce-Knowles radio agency, Seattle, handles copy.

AUBURN-FULLER Co., Los Angeles, is using KFVD, Culver City, Cal., for ten one-hour, two three-quarter hour and twelve half-hour periods weekly. O. R. Fuller is president of the automobile concern and also of KFVD and KFAC, Los Angeles, and the Century Pacific Air Lines. The latter firm has been using KFAC for five half-hour periods weekly.

DWARFIES Corporation, Council Bluffs, Ia., is using KFBI, Milford, Kan., for its fall and winter schedule. L. V. Butcher, with guitar and songs, is the "Dwarfies Kid" on the daily 20-minute program. Dwarfies, a breakfast food, thus starts on the fifth year of radio advertising. The initial KFBI programs in October offered a free flying and singing bird with each package purchased from any local grocer.

KGMB, Honolulu, current accounts not reported before are: Von Hamm Young Co., automobles; H. F. Wichman Co., jewelers; Schuman Carriage Co., autos; Willard Battery Co., batteries; Schaefer's Radio Shop, radio and electric lines; Johnson Radio and Music Co., and Graystone Corp., autos.

NEW local sponsors for KGDM, Stockton, Cal., include El Dorado Brewing Co., using a string trio; Meyers Barnett Homeware and Hardware Co., featuring the Caviglia Orchestra, and Menzies Buick-Chevrolet Agency, sponsoring a string trio. All are week-day programs.

THE Association of Foresters and Fire Wardens is using KHJ, Los Angeles, for a weekly 15-minute program to urge cooperation in combating forest fire menaces. Jack Parker, tenor, does the broadcasting as the Singing Forester.

JOHN ANSON FORD Company, Los Angeles agency specializing in direct mail, is said to be contemplating the use of radio for some of its political accounts early next year.

UNION Oil Company, with Don Forker as advertising manager and with headquarters in Los Angeles, is contemplating another radio feature before the first of the year. It previously used Baron Keyes with children's stories as a transcription over a dozen coast stations.

A PROGRAM of shopping news and classified advertisements of Modesto, Cal., merchants, is now one of the daily features at KGDM, Stockton, Cal., with Elmer Kirkle in charge.

CLOVER Glen brand (butter and eggs) is giving away a pound of butter and a dozen eggs for each of the 25 best recipes submitted every week for the twice-a-week morning broadcast on KFI, Los Angeles. The Brisacher agency, Los Angeles, has the account.

NEW clients that have signed up with KFBI, Milford, Kan., are: Boyd Creamery, Creston, La.; United Drug Co., Boston; state chamber of commerce, Topeka, Kan.; Process Co., Chicago; Edna Wallace Hopper, Chicago, and Sears Roebuck & Co., Chicago.

WMAL, Washington, has Holmes Bakery sponsoring the Radio Producers Association's transcription of the Boswell Sisters and Smally, Mason and Lewellyn. Castleberg's, local jeweler, is sponsoring the new transcription featuring famous movie stars produced by Arthur Judson Management, Inc.

OLSON Rug Company, Chicago, heralded its "Open House Week" with a rush of 12 broadcasts during the week of Oct. 18. The programs utilized the facilities of three Chicago stations, WMAQ, KYW, and WBBM. The broadcasts simply invited listeners to visit the Olson plant during the week where guides conducted parties through the various departments and a gift was presented to each visitor. There were no obligations attached either to the visit or the gift.

HAL TOTTEN'S long-established summer evening sports summary on WMAQ, Chicago, so satisfied its sponsor that a new contract was signed even before the end of the recent baseball season, at a 50 per cent increase in revenue. The feature is a 15-minute broadcast nightly during the baseball season giving the major league scores and batteries, and the play-by-play of the Cub and White Sox games. It is sponsored by the Premier Malt Sales Co., makers of Blue Ribbon Malt. This company also sponsors Ben Bernie and his orchestra on CBS.

A LIMERICK contest features the five-minute program broadcast at 4:45 p.m. each weekday over KDKA, Pittsburgh, under the sponsorship of Peter Paul, Inc., Naugatuck, Conn.

GLOBE Grain and Milling Co. has signed with KHJ, Los Angeles, for a twice-a-week program to run 52 weeks, according to Ted DuBois, of the station's commercial staff. "To the Ladies," is the title of the program which uses male quartet, orchestra and xylophone solo.

PROFESSIONAL football has gained such popularity in and around Chicago that the Charles Denby Cigar has contracted for a broadcast of the home games of the Chicago Bears and the Chicago Cardinals on WGN. The broadcast is by Bob Elson, who does the commercial announcing. The cigar company works a suggested "taste" test into its commercial announcements.

NETWORK ACCOUNTS

HART, Schaffner & Marx, offering "The Trumpeters" Thursday evenings over 28 CBS stations, on Oct. 15, began circularizing all its dealers to urge them to carry window displays, newspaper tieups and word-of-mouth publicity about the program. It is asking to dealers to seek page 2, 3, 4 or 5 in the new section or page 1 or 2 in the radio and sports sections for its newspaper tieups. If some civic event crowds downtown streets on Thursday evenings, the circular also sugests, "put a loudspeaker in the window."

TWO to five broadcast periods a week are taken over the NBC coast network by the following sponsors: Gold Medal flour, Sperry flour, Tastyeast, Wheatena, Libby, McNeil and Libby; Hellman Mayonnaise, Lucky Strike, R. J. Reynolds, Penick and Ford, Owl Drug Co., Beatrice Mabie, M. J. B. Co., Sterling Products, Dunn and McCarthy, Pioneer Maple Syrup, Standard Oil of California, Colgate-Palmolive-Peet, Frigidaire, Edna Wallace Hopper, Lever Bros., Blackstone Plantation and Standard Oil of New Jersey.

CARBORUNDUM Co., Niagara Falls, N. Y., abrasive and refractory products, returns to CBS for a series of Saturday night programs. The first program was to feature a broadcast of the Niagara Falls' roar and a tribute to Tschaikovsky by Edward d'Anna and band.

AMERICAN Tobacco Co., Lucky Strike and Cremo, begins Nov. 2 to sponsor Bing Crosby twice nightly except Sunday over two CBS hookups at 7:15 to 7:30 p.m. and 11 to 11:15 p.m.

EL SIDELO Minstrels, patterned after the burnt cork minstrels of old, returned to radio over an NBC-Pacific Coast network on Oct. 24 for a Saturday night series sponsored by Consolidated Cigar Corp.

JEDDO Highland Coal Co., Jeddo, Pa., is sponsoring a series of Monday and Wednesday late afternoon broadcasts which began over an NBC-WJZ network on Oct. 19 and which features Alexander Kiriloff and balalaika orchestra and Mabel Jackson, contralto.

GENERAL Motors' new Monday night series over an NBC-WEAF network is the "Parade of the States." Starting with Virginia, the programs trace in turn the historical development of each of the 48 states, with tributes to each written by Bruce Barton.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., began a new 15-minute series on behalf of Prince Albert smoking tobacco on Oct. 26 over an NBC-WEAF network. The program, featuring Alice Joy and an orchestra under the direction of Paul Van Loan, is heard in the east every night except Sunday from 7:30 to 7:45 E.S.T., being repeated at 11:30 p.m. for mid-western stations and at 12:45 p.m. for far western stations. The complete hookup comprises 56 stations.

CHASE & SANBORN Co., New York City, coffee manufacturers, will continue to offer Eddie Cantor and David Rubinoff and orchestra on the NBC-WEAF network Sunday nights for the remainder of the year. So popular has Cantor become as a radio star, especially with his "Cantor for President" campaign, that the sponsors succeeded in signing him until he leaves late in December for Hollywood.

THE TEXAS Company, (oils), has reentered western radio with a series of Sunday programs featuring song hits from current New York musical shows over the Don Lee system, starting at KHJ, Los Angeles. Half-hour programs, with the orchestra directed by Gregory Golubeff, are being carried over KGB, San Diego; KDB, Santa Barbara; KMJ, Fresno; KWG, Stockton; KFRC, San Francisco; KFBK, Sacramento; KFPY, Spokane; KOIN, Portland, and KOL, Seattle.

BARNSDALL Refineries, Inc., Tulsa, Okla., (oils) started on Oct. 25 a weekly "Musical Memories" series over KOIL, Council Bluffs, and a mid-western CBS network of 15 stations, postponing its inaugural program from Oct. 18 because it conflicted with a scheduled broadcast on behalf of President Hoover's Committee on Unemployment.

NBC-PACIFIC Coast network has signed up a series of Friday daylight programs for King Crab Packers' Sales Corp. of Tokyo, Japan. The oriental firm has distribution for five brands of the Japanese king crab. N. W. Ayer and Son, Inc., San Francisco, is handling the account. The campaign will run for 10 weeks.

PROSPECTS

WESTERN UNION and Postal Telegraph have been reaping rich rewards from radio and, now that A. T. & T. is on both networks promoting its toll services, they are regarded as excellent prospects for radio advertising. Western Union is now carrying a "sticker" on messages destined to radio stations and artists bearing this legend: "To the Radio Artist one telegram of applause is worth a thousand handclaps; pick up your telephone—call Western Union. Charges will appear on your 'phone bill."

MAY Oil Burner Corp., Baltimore, makes up its lists during November and December, using radio among other media. The advertising manager is E. Lyell Gunts, and advertising is placed by the Joseph Katz Co., 16 E. Mt. Vernon Place, Baltimore.

HAMMEL Advertising Corp., Los Angeles, has taken up the account of the Hollywood Dry Corporation (ginger ale), halted last year on account of receivership. Radio is to start off the winter campaign, followed with newspaper and outdoor media.

MARY See's Candy Co., Los Angeles, has appointed the Martin W. Allen Agency, of that city, to handle its radio and newspaper campaigns.

RADIO will be used to publicize the Jones' collegiate football game, invented by Coach Howard Jones, of the University of Southern California.

KMOX

KEY STATION OF THE MISSISSIPPI VALLEY

ST. LOUIS •

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

First put on the market nearly a year ago, it has not been pushed until this fall when Hammel Advertising Corp., Los Angeles, took over the account.

NORTHWEST stations will be used for the Washington Dairy Products Bureau campaign, handled by Western Agency, Inc., Seattle. A thousand dollars has been offered as prizes for modern Mother Goose rhymes to be used in advertising products of the bureau.

RADIO, as well as newspapers, will be used by the Redman Van and Storage Co., Salt Lake City, to call public attention to its service with coast points. Ad-Craftsmen, Salt Lake agency, has the account.

AGENCIES AND REPRESENTATIVES

EUGENE INGE, radio editor of the Los Angeles Herald, Hearst newspaper, has established a "newspaper-radio program-advertising" service with an office at 603 Commercial Exchange Bldg., Los Angeles. C. W. Forde, Jr. is contact man. It is planned to charge 48 cents a line for commercial listings in the Herald radio column, later extending the service to other papers if practicable.

WILLIAM E. BRYAN, Denver advertising man, was first place winner in a recent spelling bee staged by the Denver Advertising Club.

STEWART P. ELLIOTT, formerly sales manager for the Sperry Flour Co., San Francisco, handling its NBC-Pacific Coast program, has joined the San Francisco office of Erwin, Wasey Co., as merchandising expert.

J. HOWARD JOHNSON, one of the earliest radio brokers in Los Angeles, has left the KNX commercial staff and is now free lancing with headquarters at KHJ, Los Angeles.

JOSE L. SILIS, 202 North Main St., Los Angeles, is conducting a radio brokerage business with the Spanish-speaking population. Present affiliation calls for a daily afternoon period over KTM, Los Angeles, with the Gama string quintet and soloists.

PEARCE-KNOWLES agency, Seattle, has undertaken a radio campaign for the Germania Distributing Company, herb reducing tea, but the station list has not yet been announced.

BUREAU of Broadcasting, Chicago, handling transcriptions and radio time, has appointed W. L. Gleeson western representative with an office in the Robert Dollar building, San Francisco. Mr. Gleeson previously was commercial representative for KYA, San Francisco; KTAB, Oakland; KRE, Berkley, and KQW, San Jose. The Chicago company at the same time appointed Miss Beth Chase as Oakland representative with offices at 357 Seventeenth St.

R. N. McCARTY, until recently with WKRC, Cincinnati, and formerly head of the R. N. McCarty agency, Detroit, has been appointed district manager of the Buffalo office of the Bureau of Broadcasting, Chicago.

RAYNER Broadcasting Corp., headed by E. C. Rayner, former publisher of Radio Digest, has issued its 1931 fall edition of Rayner's Guide to selling by radio, giving a handy tabulation of rates for national and sectional broadcasting over a select list of stations.

V. G. FREITAG, 622 Commercial Exchange Building, Los Angeles, has taken over the time of KMPC, Beverly Hills. The past two years he has had a similar arrangement with KMTR, Hollywood, and KMCS, Inglewood. With the addition of the Beverly Hills station, Freitag will have charge of all the commercial activities for the three stations. Jack Keifer, who has been broker for the daylight KMC time the past two years, has been named as the Freitag representative of the station.

TRANSCRIPTIONS

UNION Carbide and Carbon Corp., through its subsidiary, Carbide and Carbon Chemicals Corp., has entered into a contract to suppy RCA Victor Co. with large quantities of Vinylite resin to be used in molding the new Vitrolac records, called "program transcriptions." These records, which are being introduced on the market, can reproduce an entire symphony, a complete musical program or a complete vaudeville act lasting a half hour. The long-playing feature is obtained by slowing down the turntable and by doubling the number of grooves on the playing surface.

KECA, Los Angeles, late in October announced that it would drop studio bars and accept electrical transcriptions for daylight programs. It had previously frowned on records and transcriptions.

EQUIPMENT

WESTERN Electric's new moving coil microphone is the subject of a descriptive bulletin just issued. Western Electric has also issued Bulletin No. 12-A, describing its new 100-watt transmitter.

DUBILIER Condenser Corp., New York City, announces the appointment of the Rock International Electric Corp., 18 Laight St., New York City, as export managers in all foreign countries for its products and also as buyers of foreign materials for Dubilier products.

WILLIAM DUBILIER, president of Dubilier Condenser Corp., New York City, announces the additions to his staff of William M. Bailey, C. D. Fletcher and F. A. Shailer, formerly department heads for Wireless Specialty Apparatus Company in charge of design, manufacture and sale of mica condensers.

STATION NOTES

KSL, Salt Lake City, announces that it will expend $200,000 for new transmitting plant, mechanical equipment and studio fittings in view of the fact that the commission has given them 50,000 watt power authority.

W. F. BRANCH, radio engineer of Fort Worth, Texas, has installed a three-phase, mercury vapor rectifier as a power supply for KFBI, Milford Kansas. Trouble has been experienced with the generators formerly used and there was some difficulty in obtaining steady maximum output. J. B. Lottridge, station manager, reports that the area of coverage has been materially improved.

KMCS, Inglewood, Cal., is now an official American Legion station, and its owners have set aside the noon hour daily on which to read official notices from the various posts of Los Angeles county.

WMBG, Richmond, Va., has subscribed to the Consolidated Press news service. The service is by mail.

WILLIAM FOSS, manager of WCSH, Portland, Me., reports an increase in commercial business of 15 per cent over that of last year.

LEW WEISS, KHJ, Los Angeles, manager and general manager for Southern California for the Don Lee Broadcasting System, has announced that the station is practically sold out, so far as evening hours are concerned, into the middle of the 1932 summer.

KQW, San Jose, Cal., owned by the Pacific Agricultural Foundation, Ltd., uses a Morse telegraph line to 303 Robert Dollar Bldg., San Francisco, which is one of the offices of the California Almond Growers Exchange (Blue Diamond brand). Current market quotations and other information is sent over the keyboard to KQW from whence it is broadcast at stated periods.

REMOTE control connections between KYW, Chicago, and the Edgewater Beach Hotel, where Paul Whiteman's music is picked up, caused a break in KYW's schedule program on Oct. 18, but this was quickly filled in by artists of the studio staff.

STANLEY HUBBARD, KSTP, St. Paul, reports that the "KSTP Weekly," supported largely by advertising, charging $1 a year subscription, after only four editions has gone to 10,000 circulation to meet the demand for adequate local program listings denied the St. Paul-Minneapolis radio public by the newspapers according to Mr. Hubbard.

A WEEKLY resume of campus news from the University of Michigan, Ann Arbor, is being broadcast by remote control over WJR, Detroit, by Prof. Waldo M. Abbott, director of the university's broadcasting service. Prof. Abbott is a son of Willis John Abbott, editor of the Christian Science Monitor.

KFYR, Bismarck, N. D., is issuing a news sheet for its listeners at periodic intervals with news of the station and staff. C. F. Dirlam is commercial and production manager of the station.

KFBL, Everett, Wash., now has 46 individual sponsors on its list weekly, according to Otto Leese, manager.

KTSM, El Paso, Tex., 100 watts on 1,310 kc., is giving DX programs for California listeners at midnight, Pacific time, but without any particular schedule of days.

"WELCOMING WGN" was the all-star program staged over the entire CBS network on Oct. 31 to induct the Chicago Tribune station into its new affiliation. WGN left NBC to join CBS following the recent acquisition of half interest in WMAQ, of the Chicago Daily News, a former CBS affiliate, by NBC.

KGDA, Mitchell, S. D., a 100-watter located on a peninsula extending into Lake Mitchell, reports exceptional coverage of the southwestern half of the state due to its transmitter location. Its Philco transcriptions are sponsored locally by the Gilpin Radio Service, Chevrolet Chronicles by Western Chevrolet, Inc., and closing market quotations by a local concern.

JOHN PATT, manager of Dick Richards, WGAR, Cleveland, reports that his station was now one of the largest billboard users in Cleveland. Thirty billboard ads feature local and national programs and stars.

PROGRAM NOTES

WEEKLY on Friday afternoons, between 4:15 and 5:15, E.S.T., an NBC-WJZ network is carrying a series of great plays adapted for radio by the Radio Guild. The first offering was "Aeschylus' Agamemnon," Oct. 9; then followed Marlow's "Faustus," Oct. 16; Shakespeare's "Midsummer Night's Dream," Oct. 23, and Shakespeare's "Julius Caesar," Oct. 30. The series will run through April 29 and include works of Moliere, Ibsen, Goldsmith, Shaw and Barrie.

MURRAY HORTON, jazz maestro of WLW, Cincinnati, is staging a twice-a-week series for A. & P., over that station, calling for 98 popular dance tunes each week.

FACTS from American history are featured in the two-a-week series of the Daughters of the American Revolution being carried over WBBM, Chicago, under the auspices of the local D. A. R. chapter. The station also carries a weekly afternoon sustaining series of the Illinois Federation of Women's Clubs.

BEDTIME for the youngsters who tune in WGY, Schenectady, is heralded every Thursday and Friday night by Gray McClintock, a dentist by profession but a naturalist, author and adventurer by preference, who was in the Klondike Gold Rush in '98 and who takes his auditors into the Canadian Northwest in adventure talks.

CBS will resume its American School of the Air daily from 2:30 to 3:00 p.m., Nov. 9, over a hookup of more than 60 stations.

THE NATIONAL Farm and Home Hour will be broadcast by NBC direct from the International Livestock Exposition, Nov. 30 to Dec. 4, inclusive.

ADVICE on the care of dogs, particularly during the variable autumn season, is being broadcast by Daisy Miller of the Animal Protection Union in weekly dog talks over WGBS, New York City.

A SERIES of afternoon studio concerts by vocal and instrumental groups of the National Music League was introduced over an NBC-WEAF network Oct. 26 by Mrs. Otto Kahn, League president. Starting with the Roxy Male Quartet, the feature will continue until Dec. 14.

WALTER DAMROSCH, dean of American radio conductors, will direct a new series of Sunday concerts to be inaugurated on November 8 by the NBC-WJZ network. Symphonies of great masters will be presented from 1:30 to 2:30 p.m., E.S.T., each Sunday for twenty-five weeks.

WINGATE Memorial Foundation, New York City, created by the children of the New York public schools in memory of the late General George Wingate, for 25 years president of the New York Public School Athletic League, begins on Oct. 31 to present a series of educational programs over CBS featuring a leading authority on sports and games each Saturday afternoon from 12:45 to 1:00 p.m., E.S.T.

TED HUSING'S play-by-play description of the Army-Harvard game on Oct. 17 was synchronized to a television football board carried over W2XAB, the CBS television station in New York City. The board was devised by William A Schudt, Jr., television productions manager, and is to be used during the whole football season.

RESUMPTION on Oct. 9 of the NBC Music Appreciation series, under the direction of Walter Damrosch, signalized the hookup of the largest transcontinental network yet assigned to that program. Sixty-one stations are carrying the feature, which is destined for schools and homes. Instructors manuals are being made available to all teachers whose classes listen in.

"COLLEGE NIGHT" will be celebrated over an NBC-WEAF network Saturday night, Nov. 14, under auspices of the American Liberal Arts College Movement. District and local programs over individual stations will supplement the national half-hour broadcast, which will feature President Hoover speaking from the White House and various educational dignitaries.

KFBB, Great Falls, Mont., recently inaugurated a Montana Cowboys feature which is proving extremely popular and which it has available for sponsorship. The cowboys do old time dance music, cowboy songs, humorous dialogue and burlesqued cowboy poetry.

THE Better Business Bureau, Ltd., of Los Angeles, is having staff members give radio lectures to the public over local stations.

CALVARY Church, Placentia, Cal., is now using its remote control from Orange county over to KGER, Long Beach, in Los Angeles county. The Rev. Charles E. Fuller, pastor, is also board chairman of the Bible Institute, Los Angeles, which recently sold KTBI, now rechristened KFAC. Mr. Fuller used both the now defunct United coast chain and also the Don Lee coast chain the past year for the purpose of raising church funds. The twice-a-week KGER programs include sermons and sacred music.

115 Stations Make Cycle Honor Roll

September List Equals Mark of August, Passes Others

THOUGH the September frequency deviation report of the Department of Commerce shows no increase over August, it does represent more efficient maintenance of operation on assigned frequencies over previous months, William D. Terrell, chief of the radio division, explained in announcing the September "honor roll" on Oct. 20. Of 328 stations on which measurements were taken by district radio inspectors, 115 showed deviations under 50 cycles, 72 under 100 cycles, 68 under 200 cycles, and 73 over 200 cycles.

An order establishing the accepted limit as 50 cycles, plus and minus, instead of 500 cycles as at present, has been promulgated by the Federal Radio Commission and is effective next spring. Following is the complete tabulation of monitored stations that deviated under 50 and under 100 cycles during September:

UNDER 50 CYCLES

KFAB, Lincoln, Neb.; KFAC, Los Angeles; KFDM, Beaumont, Tex.; KFEL, Denver; KFEQ, St. Joseph, Mo.; KFJF, Oklahoma City; KFJI, Astoria, Ore.; KFJR, Portland, Ore.; KFLV, Rockford, Ill.; KFRU, Columbia, Mo.; KFSD, San Diego, Cal.; KFVD, Culver City, Cal.; KFWB, Hollywood; KFXF, Denver; KFYR, Bismarck, N. D.; KGA, Spokane, Wash.; KGB, San Diego, Cal.; KGFJ, Los Angeles; KGO, Oakland, Cal.; KHQ, Spokane, Wash.; KJR, Seattle, Wash.; KLX, Oakland, Cal.; KLZ, Denver; KMED, Medford, Ore.; KMJ, Fresno, Cal.; KMO, Tacoma, Wash.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KMTR, Los Angeles; KOIL, Council Bluffs, Ia.; KPO, San Francisco; KRLD, Dallas; KSAC, Manhattan, Kan.; KSD, St. Louis; KTAR, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KTSM, El Paso, Tex.; KVOO, Tulsa, Okla.; KVOS, Bellingham, Wash.; KWKH, Shreveport, La.; KYA, San Francisco; WABO-WHEC, Rochester, N. Y.; WADC, Akron, O.; WAPI, Birmingham; WBAK, Harrisburg, Pa.; WBBM, Chicago; WBBR, Brooklyn; WBT, Charlotte, N. C.; WBZ-WBZA, Boston-Springfield; WCAO, Baltimore; WCBM, Baltimore; WCFL, Chicago; WCHI, Chicago; WCKY, Covington, Ky.; WCSH, Portland, Me.; WDAF, Kansas City; WDBO, Orlando, Fla.; WDSU, New Orleans; La.; WEAF, New York City; WEAN, Providence, R. I.; WEDC, Chicago; WEEI, Boston; WENR, Chicago; WFAA, Dallas; WFAN, Philadelphia; WIP-WFI, Philadelphia; WFOX, Brooklyn; WGCM, Gulfport, Miss.; WGES, Chicago; WGN, Chicago; WGY, Schenectady; WHAP, New York City; WHN, New York City; WHO, Des Moines; WHP, Harrisburg, Pa.; WIBO, Chicago, Ill.; WIBW, Topeka, Kans.; WJSV, Alexandria, Va.; WJZ, New York City; WKJC, Lancaster, Pa.; WKRC, Cincinnati; WLBZ, Bangor, Me.; WLIT, Philadelphia; WLS, Chicago; WLW, Cincinnati; WMAL, Washington, D. C.; WMAQ, Chicago; WMBC, Detroit, Mich.; WMMN, Fairmont, W. Va.; WMSG, New York City; WNAX, Yankton, S. D.; WNBH, New Bedford, Mass.; WOAI, San Antonio, Tex.; WOC, Davenport, Ia.; WOI, Ames, Ia.; WOKO, Albany, N. Y.; WOS, Jefferson City, Mo.; WOW, Omaha, Nebr.; WOWO, Fort Wayne, Ind.; WPOR-WTAR, Norfolk, Va.; WPTF, Raleigh, N. C.; WQBC, Vicksburg, Miss.; WRAX, Philadelphia; WRC, Washington, D. C.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSBC, Chicago; WSEN, Columbus, O; WSMB, New Orleans; WSUI, Iowa City, Ia.; WTAG, Worcester, Mass.; WTAM, Cleveland; WTMJ, Milwaukee; WWJ, Detroit, Mich.; WXYZ, Detroit.

UNDER 100 CYCLES

KDKA, Pittsburgh; KDYL, Salt Lake City; KELW, Burbank, Cal.; KFBB, Great Falls, Mont.; KFQU, Alma-Holy City, Cal.; KFRC, San Francisco; KFSG, Los Angeles; KGBZ, York, Neb.; KGGF, Coffeyville, Okla.; KMBC, Kansas City, Mo.; KMCS, Inglewood, Cal.; KNX, Hollywood, Cal.; KOA, Denver; KOY, Phoenix, Ariz.; KREG, Santa Ana, Cal.; KSL, Salt Lake City; KTAB, San Francisco; KTBR, Portland, Oreg.; KTBS, Shreveport, La.; KTM, Los Angeles; KVI, Tacoma, Wash; KWJJ, Portland, Oreg.; KXA, Seattle; WAAB, Lexington, Mass.; WAAF, Chicago; WAAM, Newark, N. J.; WABC, New York City; WBAL, Baltimore; WBAP, Fort Worth; WCAH, Columbus, O.; WCDA, New York City; WCRW, Chicago; WDEL, Wilmington, Del.; WDRC, Hartford, Conn.; WFBL, Syracuse; WFBM, Indianapolis; WFBR, Baltimore; WGAR, Cleveland; WGR, Buffalo; WHAM, Rochester, N. Y.; WHB, Kansas City, Mo.; WHDH, Boston; WHFC, Cicero, Ill.; WIBA, Madison, Wis.; WIIM, Wilmington, Del.; WJAX, Jacksonville, Fla.; WJAY, Cleveland; WJBO, New Orleans; WJJD, Mooseheart, Ill.; WJR, Detroit; WJTL, Oglethorpe University, Ga.; WKBN, Youngstown, O.; WKBO, Jersey City; WKBW, Buffalo; WKY, Oklahoma City, Okla.; WLAC, Nashville, Tenn.; WLEY, Lexington, Mass.; WLOE, Boston; WMBI, Chicago; WMCA, New York City; WMT, Waterloo, Ia.; WNYC, New York City; WODA, Paterson, N. J.; WOL, Washington, D. C.; WPEN, Philadelphia; WPG, Atlantic City; WREC, Memphis; WRUF, Gainesville, Fla.; WSAI, Cincinnati; WSBT, South Bend, Ind.; WSM, Nashville, Tenn.; WWVA, Wheeling, W. Va.

Sticks by the Mike

BEING seasick did not deter M. Dehorter, announcer of the French Lille-Radio, from carrying through with his running account of a program broadcast from a ship crossing the English channel recently. Throughout the whole adventure, the French announcer stuck to his microphone, describing the immense waves, the smashing of the windows of the captain's cabin and the attitudes of his unhappy fellow voyagers, nearly all stricken with *mal de mer*.

New Jersey Takes Lead In Proportion of Radios

NEW JERSEY has assumed the lead among all the states thus far reported by the U. S. Census Bureau of radios in the proportion of its families owning radio sets, with the census report for that showing that of the 987,616 families counted during the decennial census of population of April 1, 1930, there were 625,639, or 63.4 per cent, equipped with radios.

The nearest to this proportion among the 44 states previously reported was achieved by Massachusetts, with 57.9 per cent, followed by Rhode Island's 57.1 per cent; Connecticut's 54.9 per cent; the District of Columbia's 53.9 per cent; California's 51.9 per cent; and Wisconsin's 51.1 per cent.

California continues to lead in total of radio-owning families, with 839,991; Ohio is second, with 810,767, and New Jersey noses out Michigan for third place, with its 626,639. The census reveals not a single county of Jersey with less than half its homes having radios, while most of the communities range from 50 to 75 per cent. Reports for New York, Pennsylvania and Illinois remain to be issued.

INTERNATIONAL Communication Laboratories, Hillsborough, N. J., subsidiary of the International Telephone & Telegraph Corp., has applied to the Federal Radio Commission for authority to erect two transmitters to operate on frequencies between 1,000,000 and 3,000,000 kilocycles.

Yule Programs Planned

CALIFORNIA broadcasters are preparing to repeat last year's Yuletide radio presentations with various features designed to stimulate business. Last December the Long Beach Chamber of Commerce staged a pageant-parade, which KGER, Long Beach, broadcast. In Hollywood the Boulevard Association opened a new thoroughfare called "Santa Claus Lane" with KFWB, Hollywood, carrying the event. Downtown Los Angeles was entertained on the air by the Retail Drygoods Merchants Association, which decorated the shopping district and sponsored carol programs over local stations.

Power Firms Boost Radio

ELECTRIC light and power companies in several large cities have started campaigns to stimulate radio set sales, according to the Radio Manufacturers Association. In many cases radio and newspaper advertising is being directed by the utilities not so much toward selling radios themselves as toward stimulating sales of electric current for receiving set power and more use of home lighting.

JOHN L. BAIRD, British television inventor who has projected images on screens 6 by 2 feet square, is now in the United States on a visit, having arrived in New York Oct. 13. Station WMCA, New York, recently applied to the Federal Radio Commission for a visual broadcasting permit to install Baird equipment.

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be"

Me. N. H. Vt. Mass. R. I. Conn. N. Y.

Continental Broadcasting Corporation HOLLYWOOD

Pa. N. J. Del. Md. Va. W. Va. D. C.

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.

33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapolis Hotel—Dept. B

Washington, D. C.

IF YOU ARE INTERESTED IN

The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed Information

The Waterloo Broadcasting Co.

WATERLOO, IOWA

NEWS NOTES

From Foreign Lands

INDIA'S two big national stations, operated by the government, will be shut down shortly due to lack of public support in the payment of license fees on receiving sets, according to advices to the Commerce Department. The stations are VUC, Calcutta and VUB, Bombay, each with about 3 kw., hitherto operated similarly to the British system. This will leave only two local stations in the nation, one at Lahore and the other at Madras.

ABOUT a dozen amateurs in Portugal recently inaugurated regular broadcasting service and are supplementing the only regular station, CTIAA, Lisbon, operated by a large department store.

CONTRACT has been awarded for a new 175 kw. broadcasting station at Lakihegy, Hungary, to replace the existing low power station there. The station will begin broadcasting with 50 kw. but proposes to step up its power to 175 kw., giving it substantial covering of the continent. Hungary's new high power short-wave station at Szekesfehervar, designed to maintain direct telegraph service with the United States and other countries, also will be used in international broadcasting program exchange.

FRANCE'S hide and skin industry has taken the air, the Commerce Department has been advised, with the results of the auctions of these commodities now being broadcast regularly over the Eiffel Tower station. Prices thus are dispatched to all buyers in France, acquainting them promptly of the trend of the market.

BRITISH Broadcasting Corporation figures show circulation increases of the "Radio Times" from 900,000 in 1927 to 1,603,000 on July 31, 1931; the "World Radio" from 50,000 to 258,000; and "The Listener" from 33,000 to 40,000. All are published and sold by the BBC.

ACCORDING to Wireless World of London, German radio set owners are feeling so keenly the strain of having to pay their license fees of two marks a month (about 50 cents), that more than 300 have gone to jail for failure to meet the Reichpost collections. Recently they were allowed to pay the fee to their postmen in quarterly installments instead of monthly, as formerly.

BY AN agreement between the Italian government and the E. I. A. R., official national broadcasting concessionaire, the concession granted that company has been extended to 1948, when the government will have the right to buy up the existing transmitters. In October, under the terms of the concession, the company took over the new stations at Florence and Bolzano and next April it will take over those at Milan and Bari.

"WHAT I Would Do With the World" is the title of a series of talks being given over the British broadcasting system by notables in Great Britain.

PARAGUAY is the latest addition to the family of broadcasting countries, having opened a station at Asuncion on June 25 with the call letters ZPI. It is operated by the Compania Radioemisora Nacional, which means National Broadcasting Company.

RADIO broadcasts on the high seas have been inaugurated by the Adelaide Steamship Co., on the Manunda, plying from Melbourne to Cairise, Queenland. For the benefit of passengers and the crew, the officer on the bridge speaks into a microphone, describing conditions en route at frequent intervals. His words are picked up by loud speakers scattered over the vessel.

SPAIN offers a growing market for radio apparatus and sets, according to reports of United States consuls to the Department of Commerce. Exports of radio equipment by the United States to that country in 1930 were valued at $532,994. Of this amount, $291,772 represented receiving sets, while $91,750 was the value of tubes. Spanish manufacture of receiving sets is at present limited to the mounting of sets with imported materials.

MEXICAN broadcasting stations maintain their own advertising staffs and do not as a rule contract with independent agencies, according to advice to the Department of Commerce. Business is reported growing and competition among stations is keen.

CBS Buys All Stock In WCCO for $300,000

FULL ownership of WCCO, Minneapolis, has been acquired by the Columbia Broadcasting System through purchase of the remaining two-thirds stock from General Mills, Inc. Announcement was made Oct. 22 by James F. Bell, president of General Mills, who said the sale had been made because of the development of broadcasting during the past few years into a highly specialized business.

Nearly three years ago CBS acquired a one-third interest in WCCO. Henry A. Bellows, former radio commissioner and vice president of CBS, remains as president of the operating company. The network exercised its option to procure complete ownership of the station, and it is understood that approximately $300,000 was paid for the additional two-thirds capital stock.

Adams Revives Service

ADAMS Broadcasting Service, which came into radio in 1925 as creator of the Atwater Kent programs and later was merged with the Judson Radio Program Corp., will be revived on Nov. 1 by John T. Adams, for the last few years president of the Judson corporation. Mr. Adams has purchased contracts of the latter concern from the Columbia Concerts Corporation and will build programs through the firm bearing his name. Ernest Chappell will be general manager of production and Joseph Pasternack director of music.

Raising of Regional Power Limit Urged

Four Stations on 940 kc. Seek Increase from 1 to 5 kw.

A HORIZONTAL increase in power from 1 kw. to 5 kw. of stations assigned to the 940 kilocycle channel, which might necessitate revision of existing radio regulations, was sought in a test case presented before Examiner Elmer W. Pratt of the Federal Radio Commission on Oct. 22.

Four stations on the channel—WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D.; and WFIW, Hopkinsville, Ky.—joined in the application on the ground that regulations limiting power to 1 kw. on regional channels and relating to quotas, should give way to engineering advances. Evidence that intra-channel inference would *not* be increased by such a step, but, on the contrary, that the areas served by the stations would be increased substantially, was offered in behalf of the applicant stations. WFIW did not put in its entire case but will do so at a later date.

Through Paul M. Segal, counsel, the other three stations presented their testimony. William L. Foss, chief engineer of WCSH, and C. M. Jansky, Jr., consulting engineer, presented technical testimony in support of the horizontal increase. George O. Sutton appeared as counsel for WFIW, and offered preliminary evidence.

On the Commission's behalf, Ben S. Fisher, assistant general counsel, moved that all of the applications be dismissed as opposed to General Order 40, which limits power to 1 kw. on regional channels, and of General Order 102, relating to quotas, in that the facilities of the states in which the stations are located would be increased without following the terms specified in this order. Representing WBCM, Bay City, Mich., Howard S. LeRoy joined in Mr. Fisher's motion. In behalf of Station KOMO, Paul D. P. Spearman, counsel, joined in the motion insofar as it related to KOIN, at Portland.

Examiner Pratt did not rule on the motions but permitted the hearing to proceed with the submission of evidence on the engineering considerations. In his report it is assumed he will pass on the matter of possible modification of regulations which apparently prevent the granting of the applications.

WAAT, Jersey City, operating daylight on 940 kc., through its counsel, Spencer Gordon, made known it had no objection to the applications. If the increases are granted, however, Mr. Gordon said, WAAT proposes to apply for a parallel increase in power from its present 300 watts to 1½ kw., "or less." Mr. Segal said he would offer no objection; he added that each of the stations involved would be able to give a higher quality and more satisfactory service to listeners in its service areas; that a station involved will be able to extend its present service area; that no additional interference will be caused; that no stations or listeners will be adversely affected, and that the applications accord with the most modern trends in radio broadcasting technique.

Commission examiners previously have heard requests for increases from 1 kw. to 5 kw. from KGW, Portland, Ore., and KHQ, Spokane. Other stations on the same channels, however, did not join in the applications with the result that no horizontal increases were involved.

The case was continued by Examiner Pratt to give WFIW opportunity to gather additional engineering evidence. The station burned last year, and field intensity surveys for that reason could not be made. Evidence in behalf of the Commission will be presented when the hearings are reconvened, probably in December, by Andrew D. Ring, broadcast engineer.

Novel Plan Urged To Satisfy WTMJ

Pratt Proposes Changes in WFLA-WSUN Equipment

RESTORATION of the former service area of WTMJ, Milwaukee, by ordering changes in the mechanical setup of WFLA-WSUN, Clearwater Fla., assigned to the same frequency, is proposed by Examiner Elmer W. Pratt in a report to the Federal Radio Commission.

By such a move, Mr. Pratt holds in Report No. 263, the Commission can comply with the mandate of the Court of Appeals of the District of Columbia instructing it to "measurably reestablish" WTMJ's service area as it existed in 1929 prior to certain shifts in the assignments of Stations WDAE, Tampa, WFLA-WSUN, and an increase in power to Station WLBZ, Bangor, Me. This decision grew out of four different appeals brought by WTMJ having to do with a purported hedging of its service area, which the Court found actually to have occurred.

Stations WLBZ and WDAE would not be affected by the proposed change. Station WFLA-WSUN would be required to change the location of its transmitter, to install special apparatus capable of maintaining frequency within 25 cycles, and to install a new antenna designed to supress sky wave propagation in the direction of Milwaukee. Pending compliance with these conditions, however, the Clearwater station would be granted a temporary license authorizing operation with a maximum power of only 250 watts, as against its present power of 1 kw. night and 2½ kw. daylight. WTMJ is licensed for the same power, while WLBZ uses 500 watts. All three stations are on unlimited time. The fourth station, WDAE, is assigned to 1220 with 1 kw., unlimited, but formerly was assigned to 620 kc., and seeks a return to that preferred position.

Cooperation is Urged

CLOSER cooperation among broadcasters and the ownership of stations by newspapers were urged at the Inland Daily Press Association convention in Chicago on Oct. 22 by A. L. Miller, Enquirer and News, Battle Creek, Mich., and H. S. Mann, Journal-News, Racine, Wis. Stations should be allies rather than business competitors, they said.

Broadcasters Unite to Strengthen Position

(*Continued from page 8*)

Following the report by Mr. Carpenter, merchandising surveys and methods of individual stations were discussed. J. Leslie Fox, KFH, Wichita, told how he had developed a system to make merchandising surveys among jobbers and retailers to determine how particular products are moving before beginning a radio campaign, during the campaign and at its conclusion. Edgar L. Bill, WMBD, Peoria, Ill., suggested that the association consider an exhibit by individual stations at ensuing conventions showing the sales advantages of various merchandising methods, and making for an exchange of ideas.

The question of primary coverage of a station was raised by R. V. O. Swartwout, WCAO, Baltimore, who inquired how this was to be determined. The chair called upon Prof. C. M. Jansky, Jr., consulting engineer, who outlined for the convention's benefit his method of obtaining and defining both primary and secondary coverage through individual field observations.

Merchandising Discussed:

ON MOTION of Charles F. Phillips, WFBL, Syracuse, N. Y., further general discussion of merchandising was precipitated. Donald D. Davis, WHB, Kansas City, related the success he had experienced in conducting a regular full dress program of radio artists in a hotel, with program sponsors given tickets for distribution to the public. Listeners flock to the stores for the tickets, he said, and the sponsor is aware of the pull of his program. Distribution of station logs among sponsors was said by Leroy Mark, WOL, Washington, to have proved eminently successful in showing listener response. The success attained by KWK, St. Louis, in its Time-Teller program was recounted by Thomas Patrick Convey. More than 100,000 calls are being handled a week, he declared, with a number of telephone operators on duty at all times.

Dr. Elliott on Ethics:

PRESENTING the report of the Ethics Committee, Dr. Frank W. Elliott, Davenport, Ia., said it was evident that commercial practices and the rush to get business breaks down some of those fundamental concepts known as ethics. He emphasized the need for careful scrutiny of programs and avoidance of practices which would react to the detriment of the industry.

Declaring that unethical practices can "ruin this industry, and cause it to decay," Dr. Elliott said that the public must be kept satisfied. He offered no resolutions or specific recommendations, pointing out the report of the commercial committee covered the broad subject of ethics.

The conviction that properly devised educational programs will command appreciable audiences and that the broadcasters are ready to put them on the air was expressed by Levering Tyson, director of the National Advisory Council on Radio in Education. Admitting that educational conditions in broadcasting are "pretty bad," he said the air is now charged with what he calls "educational static."

"But I am convinced of one thing," Mr. Tyson said. "I am sure the time has come for educators and critics to quit telling the broadcasters how rotten they are, to throw their resources of trained personnel, time and whatever money they have or can get into developing what is good on the air into something better, and to devise ways and means of utilizing this valuable instrumentality we call the radio as a practical and powerful force to give the people the best brains the educational world in America can assemble."

Discussing the Fess Bill for the allocation of 15 per cent of the wave lengths to education, Mr. Tyson said his organization has refrained from participation in any campaign for legislation on any subject. He said his organization had declined an invitation to representation on the committee responsible for the introduction of the bill for that reason.

Following this address, Mr. Hedges read a report of the Educational Committee, headed by Judith Waller, WMAQ, Chicago, who was unable to attend. The report said that no meetings of the committee had been held during the year, but that contacts had been made with educational groups and the development of programs watched.

Furore Over Programs:

A FURORE was precipitated when Dr. Elliott criticized what he characterized as objectionable network programs, mentioning specific cases. He objected to women reading cigarette testimonials, and said that some Broadway stars, fine artists that they are, have been telling off-color stories. Stations should refuse to take such programs, he said.

Jumping to his feet, President Damm said the fuse had been touched off. He agreed with Dr. Elliott, asserting that he was risking WTMJ's network connection in so doing. It is a fact, he declared that more thought is being devoted by some managers to the quality of local advertising than to merits of network offerings.

Mr. Convey admonished the convention for permitting the mention of specific names of advertisers "who have made us so happy and prosperous." He said the broadcasters have a check through their Better Business Bureau and Chambers of Commerce in rating programs.

"Unless some concentrated thought or policy is adopted to hold some restraining hand on such programs," Dr. Elliott retorted, "we will have Congress force this down our throats." He warned against programs that jeopardize the fundamentals of broadcasting, and said the element of showmanship is secondary to that of public service.

Henry A. Bellows, chairman of the Legislative Committee, picked up the discussion before offering the report of his committee. He said that the remarks of Senator White in his speech are indicative of things "we are up against in Washington."

"Radio is the target of more at-

WNAX Yankton, S. D.

The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

» » Western Electric Turntables « «

1000 Watts 570 Kilocycles Full Time

tacks than any other industry, barring none," he continued. "All are after our scalps. If we don't get together we are going to get up some morning and find that we don't have our radio stations. The 50 kilowatters and the 100 watters are being given just about the same consideration in Washington."

He referred to the case of Stations WIBO and WPCC, Chicago, ordered off the air by the Commission Oct. 16 to make way for WJKS, Gary, Ind.

Bellows Makes Report:

READING the report of the legislative committee, Mr. Bellows said the problems presented this year are of great importance. By all odds the most serious legislative menace to the orderly progress of broadcasting, he declared, lies in the efforts being made to induce Congress to take back some part of the authority to allocate broadcasting facilities, which, by the Radio Act, was fully conferred on the Commission.

"It is the sincere belief of your committee," he said, "that the moment Congress breaks down this wholly wise provision of the Radio Act of 1927 by legislation prescribing the allocation of so much as a single frequency, the orderly progress of federal radio regulation is at an end, and the industry will be plunged into a chaotic, endless and enormously expensive series of court battles." The breakdown of the existing system, Mr. Bellows continued, would "inevitably result from the legislative dealing out of broadcasting facilities as political prizes," and this would be the first step in the direction of government ownership and operation of all the country's radio facilities. He offered the following resolution:

"Resolved, that the National Association of Broadcasters, in convention assembled, heartily commends the wisdom of the Congress of the United States in giving complete authority to allocate broadcasting facilities to the Federal Radio Commission, under Section 4 of the Radio Act of 1927, and expresses its unqualified disapproval of any effort to break down this orderly method of allocation, as created by the Congress, through any form of special legislation whatsoever, and be it further

"Resolved, that the National Association of Broadcasters, accepting the definition of broadcasting established by the International Broadcast Union, to the effect that broadcasting is that form of wireless transmission wherein the service is designed to reach all classes of listeners, without exception, strongly reaffirms its opposition to the segregation of any broadcast channel, or group of such channels, for any form of special interest or activity whatsoever, and to any designation of broadcast channels on the basis of other than engineering principles as applied to geographical service areas."

Copyright Committee:

THE Vestal copyright bill having been successfully blocked in the last Congress, Mr. Bellows said it was unwise to make specific recommendations concerning such legislation. The committee did recommend, however, that the temporary joint committee on Copyright Legislation be continued, with whatever personnel the president may select and with broad authority to represent the NAB in presenting to Congress recommendations on any legislation concerning copyright.

CONVENTION NOTABLES—Left to right, Capt. A. H. Stackpole, WHP, Harrisburg, Pa.; Lambdin Kay, WSB, Atlanta; Ralph Atlass, WJKS, Gary, Ind., and WLAP, Louisville; Dr. George E. Halley, KMBC, Kansas City; Edgar L. Bill, WMBD, Peoria, Ill.; Carl Meyers, WGN, Chicago; Arthur Church, KMBC, Kansas City; Walter Evans, Westinghouse Radio Stations, and John Patt, WGAR, Cleveland.

Supplementary legislation to clarify and improve certain administrative provisions of the Radio Act of 1927 was recommended in another resolution. This resolution recommended elimination of the requirement for construction permits, but if this amendment be not adopted, another amendment to reinstate the provision for an appeal of any unsuccessful applicant for a construction permit; that the Commission record every vote and official act; that its proceedings shall be public upon the request of any party interested, together with the requirement that it file a written opinion or memorandum stating the reasons for any decision or order resulting from a hearing or investigation, and that the association does not favor the bill offered at the last session which among other things would give the Commission power to suspend the license of any station for a period of 30 days.

Hit Zone System:

WHILE the committee saw little hope of any action at the forthcoming session looking toward the elimination of the "preposterous zone system," it did, however, offer a resolution identical with that adopted at the last convention on the subject. The system, the resolution said, is contrary to all recognized principles of radio engineering, and its sole effect is to deprive large sections of the American people of the service to which they are entitled. It asked that the law be amended to make service to radio listeners the sole basis for the distribution of facilities, rather than the Davis amendment.

Concerning state legislation the committee recommended the adoption of substantially the same resolution adopted last year, but with a further provision pertaining to libel and slander. It repeated that the NAB is definitely opposed to the enactment of state legislation regulating or seeking to regulate radio transmission on the ground that all broadcasting, as interstate commerce, is subject to federal regulation. In connection with slander or libel, the resolution said that states should give due consideration to the provisions of Section 18 of the Radio Act, under which the broadcaster is specifically denied any power or censorship over the material broadcast by any person who is a legally qualified candidate for any public office, and that such proposed state legislation should specifically release the broadcaster of any liability with respect to utterances of which he could not have had knowledge in advance of the actual broadcast.

Face Mexican Problem:

READJUSTMENT of North American broadcast frequencies, cited by Chairman Bellows as one of the most important problems facing the broadcasters, was the basis of another resolution. Mentioning particularly the activities in Mexico in station construction, the report said that within the next year it is altogether probable that something will have to be done by the Federal government to stabilize and readjust the relations between the United States and other North American countries in the matter of use of frequencies.

Immediate appointment of a special committee on international broadcast relations was recommended. "It is clearly the duty of our government to protect to the utmost of its ability the interests of American broadcasters when these interests are threatened from abroad," the committee stated. This resolution was offered:

"Resolved, that the NAB, in convention assembled, hereby authorizes and directs its president to appoint a standing committee on international broadcast relations, which committee shall have authority to formulate a program for the guidance of this association in matters concerning international broadcast relations, and to represent this association at any conference regarding the international allocation of broadcasting facilities which may hereafter be arranged by any department of the United States Government, and the association requests that any such department will give advance notice of any such conference, with an invitation to this association to be represented thereat to the managing director of this association."

Oppose Rate-Fixing:

INTERVENTION by the NAB in the test case now pending before the Interstate Commerce Commission invoking the rate-regulating authority of that agency was proposed in a last-minute resolution. Viewed as of possibly far-reaching importance, the committee said that if a decision were to be handed down in favor of the complainant, the I. C. C. would, in effect, assume complete jurisdiction over the advertising rate structure of every station in the country. The resolution authorized the executive committee to make application to the I. C. C. for permission to appear as intervenor in the hearing "of any complaint before the said I. C. C. in which the alleged right or duty of said commission to establish or regulate rates for broadcast advertising service appears as an issue, for the purpose of presenting before the I. C. C. the claim of this association that a radio broadcasting station is not and cannot be regarded as a common carrier under the law."

Dispute Over Lotteries:

AMENDMENT of the federal radio law to insert a provision prohibiting the broadcast of lotteries was recommended by the committee and provoked considerable floor discussion. A resolution to this end said the association "favors an amendment to section 29 of the Radio Act prohibiting the broadcasting of any statement, proposal, offer or other verbal communication which, if written or printed, would be subject to exclusion from the United States mails under the postal laws of this country."

Mr. Cummins, WRAK, Williamsport, Pa., insisted he could see no objection to lotteries and that he felt they were distinctly of public service. Leo Sheehan, WELL, Battle Creek, Mich., disputed Mr. Cummins' argument, declaring that to circumvent the lottery laws evidence must be shown that the particular enterprize is a game of skill and not of chance.

J. L. Kaufman, WCAE, Pittsburgh, asserted that his station long since had abandoned the scheme of trying to give something away to the audience until a program had been tried and tested. Some advertisers, he asserted, are more interested in getting fan letters than in merchandizing their products.

In open discussion Mr. Cummins told of the plight of the local station in his dealings with the Commission. "Any tramp on a park bench with a two-cent stamp," he asserted, "can get a hearing before the Commission and force a hard-working broadcaster to travel even across the country to defend himself." He advocated public hearings on general orders proposed by the Commission, and urged "loosening up" of regulations having to do with phonograph record announcements and with the 12-hour broadcasting day requirement. All this should be done to relieve the hardship on low-powered stations, he said.

A special subcommittee of the legislative committee, made up of Louis G. Caldwell, attorney, and Mr. Butcher, then presented its report, which, along general lines, embraced the matters raised by Mr. Cummins. Presented by Mr. Caldwell, the report urged that hearings be held before adoption of general orders, and that the Commission, by arbitration, endeavor to settle time-sharing or other minor disputes between stations, rather than cite them for formal hearing in Washington. Evils that have arisen from General Order 105, dealing with the broadcasting day, also should be ironed out through conferences, the report stated.

Supplementing this presentation, Mr. Butcher suggested that some sort of resolution expressing the sentiment of the industry along these lines be adopted.

Reads Saltzman's Paper:

SUBSTITUTING for General Saltzman, Dr. C. B. Jolliffe, chief engineer of the Radio Commission, on

Holding the Audience for YOU

Pleasing an audience once is not such a difficult accomplishment, but holding it 365 days a year is the real test of a station's merit.

Every survey made in the Twin Cities' trading area in the last three and a half years has shown that KSTP has approximately 70 per cent of the audience.

That is not an accident. It is the result of painstaking effort, liberal expenditures and the foresight to give the public what it wants. Advertisers and agencies everywhere know that KSTP dominates this rich field. Now let us tell you ten mighty good reasons why.

KSTP has:

1. The choicest Red and Blue NBC programs.
2. The finest regional and local programs.
3. Perfect transmission with new transmitting facilities valued at $300,000.
4. More power than all other stations in the state combined.
5. The longest daily schedule—19 hours.
6. The largest station personnel in the country devoted exclusively to radio.
7. Complete departments in program building—continuity, music and research.
8. The largest music library of any radio station in the West.
9. The only staff orchestra in the territory.
10. A complete merchandising service.

When you want to get your message to the Twin Cities and the immediate Northwest, let us help you solve your problem *before you go on the air.*

SAINT PAUL **KSTP** MINNEAPOLIS

10,000 Watts • 100% Modulation

NORTHWEST'S LEADING RADIO STATION

Wednesday read the address prepared by the chairman dealing with problems of mutual concern to broadcasters and to the Commission. The official declared that broadcasters, if they are wise, will correct complaints now prevalent concerning sales talks and will otherwise improve their programs.

The advisability of widening the broadcast band, to be considered at the Madrid conference, and television were among the variety of subjects Chairman Saltzman's paper discussed. The industry should not mislead the public about television development and its status, he said, pointing out that the Commission still regards the visual art as highly experimental and that it "cannot be commercialized at this time."

The Davis amendment, General Saltzman went on record for the first time, "today does not look so good." When it was enacted, he stated, there was undoubtedly a need for a legal yardstick to guide the Commission in its work. But changes and improvements made in the radio art during the last few years make it relatively unnecessary.

Replying to Mr. Caldwell, Dr. Jolliffe said it was his personal opinion that the original provisions of the law which called for an equitable distribution are preferable to the ironclad terms of the Davis amendment.

Called upon by President Damm, Mr. Caldwell spoke about the "Mexican situation" and the urgent need for action. Declaring it a "delicate subject," he said he believed the association faced no more serious problem. Recently Mexico has awakened to the value of broadcasting, and a number of stations now being built near the international border, operating on frequencies being used by the United States or Canada, Mr. Caldwell said. Were it not for the fact that Mexico, like all other countries, is suffering from a financial depression, conditions might be much worse, he stated, since unquestionably a greater number of stations would have been built.

Mr. Caldwell said widening of the broadcast band presented a possible way out of this situation, and that the situation had been met in this way by European nations. Those nations will go to Madrid with a united front for enlargement of their broadcast band, he said.

Pleads for Local Stations:

A PLEA in behalf of local stations was made by Roy Thompson, WFBG, Altoona, Pa., chairman of the local committee, which presented its first report to the association. Problems which are seldom encountered by stations connected with the networks or stations of appreciable power confront the local station, he said. Considerable good could be accomplished, Mr. Thompson suggested, by having the association designate a chairman from each state to call a state meeting of local managers at regular intervals to discuss local station problems. Each such conference could appoint a delegate to attend the annual session of the NAB. Every local station should become affiliated with the organization, he said, for its own good. The further recommendation was made that the association, in any manner which it sees fit, have Section 3 of General Order No. 105 amended, to make special provisions in the case of local stations, which would not make mandatory full broadcasts of 12 hours per day.

Basic principles which are held to govern any consideration of broadcast regulation were formulated by the engineering committee, and presented in a report read by Joe A. Chambers, chief engineer of WLW, Cincinnati, acting chairman. The contention that there is no substantial difference in the utility, importance or value of the various broadcast channels between 550 and 1500 kc. insofar as their capacity to render broadcast service is concerned, was challenged from the floor by Mr. Convey, who insisted that the engineering fraternity always has held that the lower frequencies are desirable.

The committee also analyzed, page by page, the proposal for the improvement of broadcasting in the United States as set forth in the brief prepared by Lieut. Comdr. T. A. M. Craven. The committee concurred in many of these recommendations, but took issue with others.

Closing Session:

AT ITS closed session just prior to adjournment, the association considered individually the various resolutions offered during the preceding sessions. With a single exception, all resolutions offered, as well as several proposed from the floor, were adopted. The only exception was in the proposal that a committee be appointed on agency recognition. When Chairman Bellows said the resolutions committee was unable to report out this resolution, Mr. Hedges moved that the matter be referred to the commercial committee. The motion carried.

Following the election of officers and the installation of Mr. Shaw as president, the chair heard requests from a number of cities seeking the 1932 annual convention. Pittsburgh, Kansas City, Louisville, St. Louis, Chicago, Atlantic City, Washington and other cities made bids, all of which were referred to the board of directors. With the disposal of other organization business, such as the amendment of the constitution and by-laws, the convention was declared adjourned by President Damm, and hailed by him as the most successful annual meeting in the association's history.

Assets of CBS Adjunct Reported $897,224.58

ASSETS of the Atlantic Broadcasting Corporation, engineering adjunct of CBS and the licensee of WABC, New York City, were 897,-224.58 on Aug. 29, 1931, it is disclosed in the corporation's financial statement presented to the Federal Radio Commission in connection with the Washington booster hearing Oct. 19.

The largest single item was represented by the transmitter, studio and control equipment, which minus depreciation, amounted to $829,-719.94. Cash in banks totaled $12,-690.62; accounts receivable, $21,-134.55, and deferred charges, $3,-679.47. Total liabilities and capital balanced the assets, and were made up of $557,132.46 in capital stock and surplus, $300,111.64 charged to CBS and $39,980.38 representing accounts payable.

Drops WEAF Wave Plea

THE APPLICATION of Louis Reis, New York City, for the facilities of WEAF has been erased from the records. The Federal Radio Commission has returned the application because Reis failed to reply to Commission letters. Reis some months ago caused a mild sensation in radio circles when he filed the petition, claiming that he could use the clear channel high power WEAF facilities to better advantage than NBC by devoting them to the educational programs.

"Voice of the Alleghanies"

WFBG

ALTOONA, PA.

Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Wanted To Buy

Wanted—500 watt transmitter, Mosby's, Inc., Missoula, Montana.

Position Wanted

Managing Director of regional station in New York area contemplates change. Possesses five years experience in studio, program, continuity, production, commercial, executive departments. Available anywhere—any time—any department except engineering. Has no exaggerated ideas of remuneration. Details and satisfactory references on request. Box 1, BROADCASTING.

RADIO IN ADVERTISING
ORRIN E. DUNLAP, JR.

More Business For Broadcasters With These Invaluable Books!

RADIO IN ADVERTISING

By ORRIN E. DUNLAP, JR.
Radio Editor, New York Times

This practical manual explains in detail how to sell more goods by radio. Methods of the most successful broadcasters, agencies, radio stations—choosing programs, writing radio copy, merchandising, measuring results, finding the right circulation, the right artists, etc., are given.

"A wealth of information. A complete history of what we know today about broadcasting, and an immense amount of evidence to show sponsors how to get the most out of their radio investment."—*Boston Transcript.*

"A highly valuable guide. Stuffed with facts."—*New York Times.* $5.00

RADIO AND ITS FUTURE

Edited by MARTIN CODEL

Answers all the questions of the what, why and how of radio.

An invaluable statement by 29 acknowledged leaders, including David Sarnof, M. H. Aylesworth, Roy S. Durstine, J. G. Harbord, Lee DeForest and others, of the development of broadcasting, television, short waves, telephony, government regulation—every angle of the radio industry.

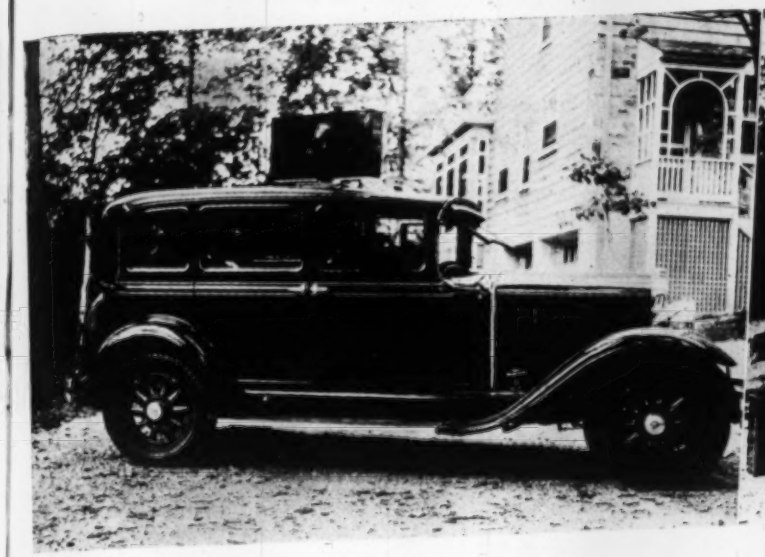
"The most complete book of this type I have ever seen."—*H. P. Davis, Vice-Pres. Westinghouse Electric Co.*

"A fine piece of work—comprehensive—authoritative—enables the layman to understand radio."—*I. E. Robinson, former chairman, Federal Radio Commission.* $4.00

FREE EXAMINATION COUPON

HARPER & BROTHERS
49 East 33rd Street, New York, N. Y.
Please send me ..... cop. of
☐ RADIO IN ADVERTISING—$5.00
☐ RADIO AND ITS FUTURE—$4.00
☐ I will remit $ ..... in 10 days or return book(s).
☐ Check enclosed.
☐ Send C.O.D.

Name .....
Address .....
City ..... State .....
Business Connection .....
(Please fill in)



EQUIPPED FOR THE ROAD

FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE THE COVERAGE *of* YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY

NATIONAL PRESS BUILDING. WASHINGTON, D. C.

Unique Psychology of "The March of Time"

(*Continued from page 13*)

reenactment. News was never sacrificed for a good "radio act."

The success of the radio plan was instantaneous. VARIETY, the organ of the entertainment world, said of it: "Represents the apex in radio showmanship." TIME forsook what was the generally acknowledged radio technique and went back to the method of the theatre. The directors used impressionism in sound as compared to the graphic and definitive style used in many other radio dramatizations. Jack Foster, radio editor of the New York World-Telegram, key paper of the Scripps-Howard chain, wrote: "still lingers in my mind that new Columbia program, 'The March of Time,' which shouldered its way through the air last Friday. It was a kind of talkie news reel creating vividly in words the tales which have stood beneath the headlines."

Broadway's most acute observer and fact-finder, Walter Winchell, piped: "The mag TIME'S broadcast is a thrill." Radio's news broadcaster and internationally known journalist, Frederic William Wile, congratulated the editors by letter: "In my judgment 'The March of Time' has become the foremost feature of the air. The Belasco who is staging it the actors who are dramatizing it, and the Ted Husing who is announcing it are between them all doing a superfine job." Publisher John Farrar wrote: "Congratulations on the best radio program I have ever heard on the air in—well, as a matter of fact, the best I have ever heard . . . ."

So much for the comments of experts, but what of the reaction on the part of the general public, to which TIME was hitherto relatively unknown? But two stories are necessary to illustrate the mass popularity of "The March of Time." Howard Barlow was seeking to make arrangements to play over a certain Long Island golf course. The clerk at the desk of the club house asked him for some sort of identification. Barlow said that he was in radio, with Columbia.

"Do you have anything to do with 'The March of Time?'" queried the clerk.

"Yes," Barlow responded modestly, "I direct the musical activities."

"Enough said, here's the first tee," replied the clerk, "You don't need any references."

Another incident occurred when a member of the TIME staff stepped into an elevator to go up to the office. He was the only passenger on the elevator, and the boy said:

"Say, 'The March of Time' radio program is connected with this magazine TIME up on the fourteenth floor, isn't it?"

"It sure is—TIME sponsors it."

"Well, I'll tell you—it's a great show! It's dramatic! Understand what I mean? Dramatic!"

An equally great success has been enjoyed with reaching the dealers in products for nation-wide distribution—the primary purpose of TIME's entry into the radio field. Recently become TIME-conscious to the degree of running advertisements in the newsmagazine's pages are the following leading national food producers: Maxwell House Coffee, Heinz's Tomato Juice, Ovaltine, Ralston's Whole Wheat, Anheuser-Busch, White Rock, Welch's Grape Juice, Fleischmann's Yeast, all with coast-to-coast dealer outlets, which must appreciate the immense value to themselves of the advertising these companies are doing.

"The March of Time" makes no direct effort to sell the magazine. The commercial announcements are brief—at the beginning and at the end only. They are much more informative, attempting to define TIME as an efficient and readable news organ, than commercial. Is the radio program fulfilling the hopes of its sponsors? They answered by returning to the air after the end of the summer with an even greater network, reaching from the Canadian border to the gulf, and from the Atlantic to the Pacific. Even more success can be hoped for if the welcome extended by critics all over the country to "The March of Time" on the occasion of its return to the air this fall can be regarded as a yardstick. With an increased and ever-growing audience, the editors of TIME feel they are completely justified in resorting to the ether waves. Their return should be even greater than before.

Radio Sales Power

(*Continued from page 11*)

programs in different cities. Undoubtedly this is due in large part to differences in station popularity. However, in a few cases there was rather distinct evidence that audience tastes vary in different parts of the country.

Quantitatively, the survey disclosed that one company, which has maintained an outstandingly popular program over a considerable period, has more than doubled the number of users of its product in the cities investigated. In one city, one product showed a difference of 200 users per 1,000 telephone homes between radio homes and non-radio homes. This, of course, was exceptional; but gains of 25 to 50 users in 1,000 telephone families were rather common. Taking a single product in one city as an individual case, in 88 per cent of the cases studied radio advertised brands showed greater use in radio homes than in homes without radios. The results in the other 12 per cent of cases can without exception be ascribed to the smallness of the number of users of the particular brands involved.

Significant as are the results in demonstrating the value of radio advertising, even more significant is the opportunity presented to compare the results of different types of programs. By a study of this nature, a manufacturer using radio can determine exactly what he is getting in the way of new users from his investment in this medium.

All About Babies

PETER DIXON, who writes and acts in "Raising Junior," heard nightly over an NBC-WJZ network, is getting a new kind of fan mail. Having two youngsters of his own, his skit for the Wheatena Corp., Rahway, N. J., tells mothers about babies and their care, a subject on which he has studied extensively. In one week Dixon got 15 letters asking about babies, but he was quite unprepared when one young wife wrote and asked him would he please submit an estimate on the cost of having a baby.

Tax on Receiving Sets Considered by Treasury

THE Treasury Department is considering a Federal tax on radio receivers, along with a number of other commodities in the so-called semi-luxury class. With the Treasury facing an even greater deficit than the $903,000,000 unfavorable balance of the past fiscal year, it was said officially that the administration has reached the conclusion that new sources of income must be employed.

Radio was held to offer a rather lucrative source of revenue, and it was said that a sales tax would have no effect on the cost of living. The tax need not be large, it was indicated, since the annual sale of several million sets would yield considerable revenue with only a nominal levy, and would not adversely affect the industry.

Before such a tax can become effective legislation is necessary, and it is the plan of the administration to include radio among such other items as automobiles, amusements, jewelry, confections and the like in recommendations for a broader tax base predicated upon a selective sales tax to be forwarded to Congress at the forthcoming session.

A 24-Hour Station

ON THE AIR 24 hours a day continuously for the last few years, KGFJ, Los Angeles, reports that it is carrying 109½ hours of commercial programs divided among 25 sponsors.

FULL TIME

Four stations previously operating part time are now on a full time basis, as the result of the application of modern engineering principles.

Brilliant allocation analysis by Mr. T. A. M. Craven, Consulting Radio Engineer, opened the way. Precise frequency control by Radio Research Company methods provided the economical solution of the problem.

Radio Research Co. Inc.

1204 Irving Street N.E.

Washington, D. C.

Whys and Wherefores of Radio Legislation

(*Continued from page 9*)

these have been salutary. There is not likely to be modification of them at this time. It is by no means certain, however, that an amendment should not be adopted permitting a merger of communication facilities in international communication. This would involve modification of Section 17 of the present Act.

PRIORITY PROBLEM

OTHER phases of radio covered and not covered by the law have provoked wide discussion. None is more interesting than the question of priorities. I refer first to the question of whether a prior use of frequency gives a licensee a right, legal or equitable, in that frequency as against the Government, or to be more precise, as against the Commission's judgment that the assignment of that frequency to another would better serve the public interest. The incorporation in the law of this principle of a superior right springing from a prior use, was urged by a committee of the American Bar Association, while the legislation from which came the 1927 act was pending in the Congress. This recommendation of the Bar committee was not favorably received. On the contrary, it was rejected. The committee of Congress working upon the legislation, while recognizing that prior use of a frequency was a proper fact to be taken into consideration with others by the Commission in determining the allocation of a frequency, were insistent that it must not be the basis of a right to the continued use of the frequency. There has been on this question also, a tendency on the part of courts, to disregard the Congressional purpose and to give to the licensee a larger right or interest in the assigned frequency than Congress intended should flow from its allocation and use.

This question of priorities is significant in other particulars. At the time the present law was in the making it was insistently urged that a preference or priority should be given to certain groups or classes of radio users. For a time the organized amateurs felt that a legislative preference or priority should be accorded them through an assignment to them in the law itself of specific frequencies. I am happy to say that the officers of the amateurs, after full discussion of the principle involved, abandoned the position previously taken and I venture to assert that all amateurs are today thankful that the frequencies then sought are not those to which amateurs are today restricted.

Our Land Grant Colleges or persons in their name, also demanded that the legislation should assure them a preferential status. Other requests of this nature were pressed upon those engaged in drafting the legislation. None of them was yielded to. The law accorded equal rights to all but gave special privileges to none. There are today suggestions of this nature. It is urged in behalf of one group that a definite percentage of the broadcasting band should by law be made available to it for its purposes. Similar requests come from others. It is important that those interested in the radio industry should make known to all the technical difficulties involved in such action and the unsoundness of the principle. Congress should keep its hands off this broadcasting band or it should make a complete distribution of it. This radio house cannot stand against divided administrative authority and action.

Candor compels me to add that the action of the Senate in the last session and a knowledge of the general sentiment of the then membership of the House convince me that should the present Congress be persuaded that discrimination has been practised against any group of our citizenship, or that there has been a disregard of the public interest in the granting or the withholding of a license in a particular case, it would not hesitate to act. Its action would be intended not as a repudiation of the principle here stated but as a necessary exception to it.

SUBJECT MATTER PRIORITY

ONE other phase of this question of priority merits passing comment. It is not beyond doubt that either the Congress or the Commission will sooner or later be faced with the task of establishing priorities as to subject matter. The increasing demand for an enlarged use of radio for governmental agencies, for educational purposes, the constantly increasing discussion of political and public questions, the reports of public events and the other uses of a public nature, are all bringing conflict of interest and confusion of desire. It may be of interest to you to know that in three bills introduced in previous sessions of Congress it was proposed to confer upon the regulatory body authority to prescribe the priorities as to subject matter to be observed by each class of station and of each station within any class. This language was omitted from the draft out of which grew the present law, but I am by no means certain that the enlarged demands upon the facilities available will not bring this question sharply before Congress and the Commission.

I refer to but a single other underlying thought in the minds of those responsible for the drafting of the law. The question often arises as to the power of the Commission to revoke or to refuse to renew an existing license, and then as to the right of an owner whose license is revoked to compensation for his loss. I do not think there can be doubt as to the right to revoke or to refuse to renew a license, and I express the opinion that in neither case is there obligation to compensate. Certainly the law was drafted upon this assumption. The authority of Congress to regulate radio communication springs from the Commerce clause of the Constitution. Congress has asserted that no one may engage in interstate or foreign communication by radio unless licensed so to do by the Federal Radio Commission. It has said to the Radio Commission that it may license only those stations whose operation will serve a public interest. Manifestly the Commission is obligated to refuse a license and to deny renewal of a license if the operation of the station will not serve the public interest. Clearly too, the public interest is not met by continuing a station in operation if a greater public service would come from the use of the frequency in question by another person, elsewhere, or for another purpose. If this is not so, then your broadcasting structure has become rigid and new conditions may not be met.

INDIVIDUAL MUST LOSE

AND no individual has just cause for complaint if his individual interest suffers in the public behalf. He makes his expenditure of time, of effort and of money in the knowledge that his license is limited in time, that his rights thereunder are, at the most, qualified and conditional. His situation is closely akin to that of one who builds a bridge across a navigable stream. The duty of the Government is to so maintain this stream that commerce may move thereon free from obstruction and interruption. And if in the course of events this bridge, lawfully built though it was, becomes an obstruction to navigation then it must be removed, and compensation for such removal is not paid by the Government for the sound reason that the owner built the bridge subject to this right in the Government to require its removal. Just so, the 1927 Act contemplated the exercise of the power of revocation or of denial or renewal of a license if the use of the frequency by the licensee blocked or impended the full flow of this form of commerce if by other persons, at other places and in other circumstances, a larger and more efficient use could be made of the frequency. And the

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL

Washington, D. C.

500 Watts • 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

K·M·B·C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—
Additional Prestige
Listener Interest
Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

law made no provision for the payment of compensation in either case. The loss falls upon the licensee who made his expenditure in the knowledge of this possibility.

Our broadcasters have a very direct interest in international treaties affecting radio. To this time has been no effort to assign frequencies to nations but the Convention of Washington established the broadcasting band and allocated the entire spectrum to services. Without doubt the forthcoming conference at Madrid will likewise set apart a portion of the spectrum for broadcasting uses. This international action has fixed the limits within which our regulatory body must confine itself in making broadcasting allocations. There are often suggestions that other frequencies than those now assigned should be used for broadcasting. The appeal for these changes should be addressed to those charged with the negotiation of our treaties rather than to the Radio Commission.

NEW LEGISLATION

I ANTICIPATE that few important changes in radio law will be made during the coming Congress. There are, however, a number of amendments that should be adopted. A defect in the amendment of the appeal section of the law (Sec. 16) by the last Congress should be corrected. Obviously we should repeal the section of the law requiring construction permits or we should authorize an appeal from the decisions of the Commission with respect to them.

There is constant pressure upon those of us who have been interested in radio legislation to do something to restrict advertising over the air. There are indications which may not be overlooked, that that there is restiveness on the part of the public and of the Congress because of the extent to which broadcasting facilities are today given over to personal or to purely private commercial uses. I hazard the opinion that through the pressure of public sentiment or through the exercise of regulatory power, there will be in the future a more restricted use of radio for these individual purposes. Proposals for legislation on both of these subjects are probable but these and other major problems in my opinion will not be disposed of at this time.

One such problem of especial interest is that of the creation of a Communications Commission where shall be centered the authority now shared by many agencies of the Government. Today, the Radio Commission, the Radio Division of the Department of Commerce, and the Interstate Commerce Commission all have an authority over radio communication. The Interstate Commerce Commission and the State Department have authority over communication by wire. If these two means of communication are to be kept as competitors it seems clear that a single body should prescribe the conditions under which they operate—so far as Government may properly do this—in order that they may operate under comparable and fairly competitive conditions—and if at some time the merger or consolidation of these means of communication is effected, then manifestly a single authority, rather than a divided one, should regulate their activities. The principle of a single Communication Commission is sound. What the scope of its powers and the manner of the exercise of these powers should be, offers wide latitude for discussion and for differences.

Stephen Davis, former solicitor of the Department of Commerce, once wrote that radio is unique among business enterprises in that it cannot exist without regulation. He spoke truly. Transmitting stations in every field far exceed in number the available frequencies. This is especially true in the broadcasting band. Without assignment of definite frequencies, limitation of power, fixing of time of operating, without taking into consideration the location of stations, chaos would result. All concede the necessity of governmental control. But the Government's hand should be lightly laid upon this industry still "in the gristle and not yet hardened into the bone of manhood."

The hope of development and of progress along sound lines rest more largely with you than in law. You have a large responsibility for you are dealing with, in some measure you control, one of the powerful influences in the life of the nation. Our systems of communication are the carriers of news and knowledge; the instruments of trade and commerce; promoters of mutual acquaintance; of good will and of peace among men and nations. They are here in America a flame fusing our people of many origins into an American type, with common ideals and common aspirations for our country. You have splendidly met the obligations these considerations impose. That you will continue to do so, I do not doubt.

Roster of NAB Attendance . . .

(*Continued from page 7*)

WFBL, Syracuse, N. Y.—Charles F. Phillips.
WFDF, Flint, Mich.—F. D. Fallain, Russell L. Ballard.
WFIW, Hopkinsville, Ky.—D. E. Kendrick, Gene Wyatt.
WGAR, Cleveland—John F. Patt, Fred R. Rippley.
WGBI, Scranton, Pa.—Frank Megargee.
WGN, Chicago—C. J. Meyers, Louis G. Caldwell, Quin A. Ryan.
WGR, Buffalo—T. R. Lounsberry, Jack Valentine.
WGY, Schenectady—Winslow Leighton.
WHAS, Louisville—Martin Campbell.
WHB, Kansas City—Donald Dwight Davis.
WHBY, Green Bay, Wis.—James A. Wagner.
WHEC, Rochester, N. Y.—Lawrence G. Hickson, LeMoire Wheeler, Clarence Wheeler, Glenn H. Bancroft, Miss Carmen Ogden.
WHK, Cleveland — M. A. Howlett, Deane Kintner.
WHP, Harrisburg, Pa.—A. H. Stackpole.
WILL, Urbana, Ill.—Joseph J. Wright.
WIP-WFAN, Philadelphia — Benedict Gimbel, Jr.
WGAS, Pittsburgh—H. J. Brennen, S. A. Pickering, J. A. Morrison.
WJAY, Cleveland—E. C. Melrose.
WJBK, Detroit—James F. Hopkins, Charles Boher, Dale Robertson.
WJR, Detroit—Leo J. Fitzpatrick, G. A. Richards, J. Marblestone.
WKBN, Youngstown, O. — C. C. Townes, Betty C. Clair.
WKBZ, Ludington, Mich.—K. L. Ashbacker.
WKJC, Lancaster, Pa.—A. Z. Moore.
WKZO, Kalamazoo, Mich. — John E. Fetzer.
WLAP, Louisville—Ralph L. Atlass, Arthur M. Clarke.
WLS, Chicago—Glenn Snyder.
WLW, Cincinnati—Joseph A. Chambers.
WMAL, Washington—Martin A. Leese.
WMAQ, Chicago—W. R. Lindsay, William S. Hedges.
WMBC, Detroit—W. Wright Gedge, E. H. Clarke.
WMBD, Peoria, Ill.—Edger L. Bill, E. C. Smeeding.
WMT, Waterloo, Iowa—Harry Shaw.
WNAC, Boston—John Shepard, 3rd.
WNAX, Yankton, S. D.—J. C. Gurney.
WNBF, Binghamton, N. Y.—Cecil D. Mastin, J. R. Goranflo.
WNBW, Carbondale, Pa.—W. S. McCachren.
WOAI, San Antonio, Tex.—J. G. Cummings.
WOBU, Charleston, W. Va.—J. Stanley Stephens.
WHO-WOC, Des Moines-Davenport—Dr. Frank W. Elliot, Peter MacArthur, J. C. Maland, D. D. Palmer.
WODA, Paterson, N. J.—Richard E. O'Dea.
WOKO, Albany—Harold E. Smith.
WOL, Washington—LeRoy Mark.
WOR, Newark—Alfred J. McCoskor, Walter J. Neff.
WPAD, Paducah, Ky. — Pierce E. Lackey.
WPG, Atlantic City — Edwin M. Spence.
WPTF, Raleigh, N. C.—H. K. Carpenter, Richard Mason.
WRAK, Williamsport, Pa.—C. R. Cummings.
WRC, Washington—K. H. Berkeley.
WRVA, Richmond, Va.—C. T. Lucy, E. D. Noff.
WTAG, Worcester—John J. Storey.
WTMJ, Milwaukee—Walter J. Damm, Ray B. Hill, Robert D. Boniel.
WSB, Atlanta—Lambdin Kay.
WSBT, South Bend, Ind.—L. M. Kennett.
WSEN, Columbus, O.—J. G. Tritsch, W. P. Hartsock.
WSM, Nashville — C. R. Clements, Harry Stone.
WSMB, New Orleans—H. Wheelahan.
WSYR-WHAC, Syracuse, N. Y.—Howard C. Barth.
WTAM, Cleveland, O.—Miss Patty Jean, S. E. Leonard.
WTAX, Springfield, Ill.—Jay A. Johnson.
WTIC, Hartford—Paul W. Morency.
WWL, New Orleans—A. S. Foster.
WWJ, Detroit — Jefferson B. Webb, James C. Ross, E. L. Tyson, Herschell Hart.
KFBI, Milford, Kan.—J. Buryl Cottridge.
KFEL, Denver—Frank Bishop.
KFH, Wichita, Kan.—J. Leslie Fox.
KFVS, Cape Giradeau, Mo.—Oscar C. Hirsch, W. W. Watkins.
KFYR, Bismarck, N. D.—P. J. Meyer.
KGIR, Butte, Mont.—Ed. Craney.
KMBC, Kansas City — Arthur B. Church, Dr. George E. Halley.
KMOX, St. Louis—William H. West, Woody Klose.
KOIN, Portland, Ore.—C. W. Myers, John T. Fitzgerald.
KPRC, Houston, Tex.—G. E. Zimmerman.
KQV, Pittsburgh—John H. Buchheit, W. D. Shaler.
KSL, Salt Lake City—Earl J. Glade.
KSTP, St. Paul—Stanley E. Hubbard.
KVOO, Tulsa, Okla.—H. A. Hutchinson, Leonard Byars.
KWK, St. Louis—Thomas Patrick Convey, Tony Cabooch.
Detroit Free Press—Neal Tomy.
U. S. Office of Education, Washington—C. M. Koon.
U. S. Department of Commerce—William D. Terrell, Arthur Batcheller, W. D. Hayes, J. E. Brown.
Graybar Electric Co., New York City—O. E. Richardson.
World Broadcasting System, Inc., New York City—J. H. Neeler, Ernest B. Foote, Edgar H. Felix.
Advertisers Radio Service, Inc.—William G. Rambeau.
American Telephone & Telegraph Co.—Ralph W. Armstrong.
Associated Music Publishers, New York City—Merritt E. Tompkins.
The Biow Company, New York City—Harold A. Lebair.
Campbell-Ewald Co.—M. A. Hollinshead, Arthur Hall Hayes.
National Advisory Council on Radio in Education, New York City—Levering Tyson.
National Committee on Education by Radio, Washington—Tracy F. Tyler.
National Radio Advertising, Inc., New York City—Raymond Soat, Edward E. Voynow, James L. Free, P. B. Lyon, Ford Billings, George J. Podeyn.
Westinghouse Radio Stations, Pittsburgh — Benjamin Soby, Walter Evans.
Kiernan-Launder Associates, New York City—Ray S. Launder.
BROADCASTING, The News Magazine of the Fifth Estate, Washington—Sol Taishoff, Martin Codel, F. G. Taylor.
Consolidated Press Ass'n, Washington—A. F. Harrison, Horace Epes, Ernest J. Elwood, Jr.
Electrical Research Products, Inc.—F. C. Bisbee, B. B. Davis.
Western Electric Co.—F. W. Cunningham, Jerry Merguelen.
Scott Howe Bowen, Inc.—Scott Howe Bowen and Howard S. Meighan, New York; D. S. Hastreitro, Detroit; Fred Klaner, Jr., J. William Macy, Chicago.
Federal Radio Commission—Dr. C. B. Jolliffe, chief engineer.
A. T. Sears and Son, Inc., Chicago—A. T. Sears.
Jenkins and Adair, Inc., Chicago—S. E. Adair.
Rogers and Smith, Chicago—E. G. Opie.
Broadcast Advertising, Chicago—R. E. Robertson, G. W. Stamm, S. N. Koch.
Cleveland Plain Dealer—R. S. Stephan.
Printers Ink, Chicago—G. A. Nichols.
Radio Digest—Charles Tighe, Scott Kingswell.
Variety—Leo Elman.
Bertha K. Wulff, Columbus, O.
F. X. Farrell, Chicago.
Warner Sayers, Cincinnati.
S. Bornheimer, Chicago.
C. M. Jansky, Jr., Washington.
Paul M. Segal, Washington.

STATION KFVD, Culver City, Cal., has brought about the conviction of a man who represented himself as a radio time salesman over the telephone and secured contracts with merchants. Paul Meyers, station commercial manager, previously announced that many complaints had been made from merchants who had been tricked.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
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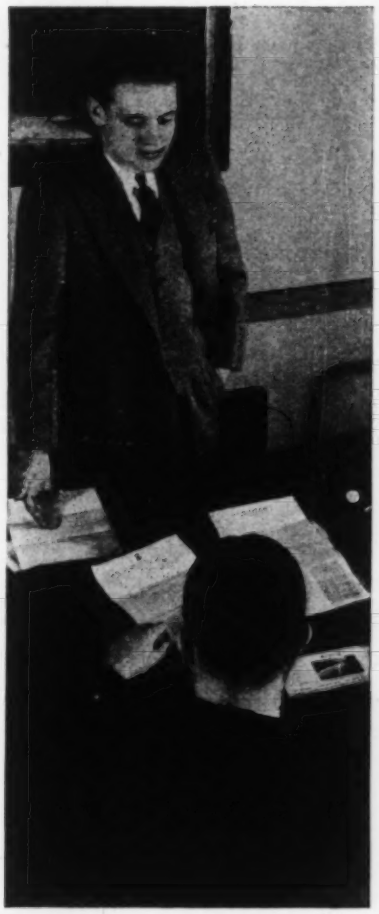

THERE'S NO SUBSTITUTE FOR AUDIENCE VALUE IN PLANNING A RADIO CAMPAIGN

When you're buying time on the air you *may* be interested in the number of persons who could listen if they wanted to. That's "coverage".

But what really counts is the number of people who actually do listen. That's "audience".

Find the way to measure AUDIENCE VALUE and you have found the basis for reaching the most LISTENERS at the lowest cost per listener.

A new method, introduced by Westinghouse Radio Stations, provides facts upon which to base an appraisal of AUDIENCE VALUE with unprecedented accuracy.

The surveys from which this method was developed have disclosed facts such as these regarding Station KDKA:

During the first six months of 1931 a letter was received for one out of every 35 persons living in the Primary Zone of Influence of KDKA. One family in eight was heard from. One family out of every four having a receiving set responded.

A check of single-station programs (available from one station only and not a chain) heard by 4,200 owners of radio sets in the KDKA Primary Zone of Influence showed that, among programs of this type mentioned, 77 per cent came from Station KDKA.

Station influence today is built on program appeal . . . and the programs of Station KDKA have built an audience which dominates the area encompassed in Station KDKA's Primary Zone of Influence.

A representative of Westinghouse Radio Stations will give you further details regarding the new method of measuring audience. Get in touch by letter, wire or phone, with one of the offices listed below.

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New York, N. Y., 50 East 42nd Street

ACTIONS OF THE
FEDERAL RADIO COMMISSION
OCTOBER 14-30 INCLUSIVE

Applications . . .

OCTOBER 14

WPCH, New York, N. Y.—Modification of license to change frequency from 810 kc. to 570 kc. and hours of operation from D to sharing with WMCA.

WELL, Battle Creek, Mich.—CP to move station locally, install new equipment and increase power from 50 to 100 w.

WFBG, Altoona, Pa.—CP to install new transmitter.

NEW, Batesville, Ark.—Henzia Ortman for CP to erect a new station to use 1500 kc., 10 w. D.

KMLB, Monroe, La.—Voluntary assignment of license to Liner's Broadcasting Station, Inc.

KGJF, Little Rock, Ark.—Involuntary assignment of license from First Church of The Nazarene to Arkansas Radio & Equipment Co.

KOY, Phoenix, Ariz.—Modification of license amended to request facilities of KOB.

NEW, Henry Hotel, Pittsburgh, Pa.—J. B. Spriggs for CP to erect new station to use 800 kc., 5 kw., D.

Applications Returned—NEW, Louis Reis, New York, N. Y.; WTAG, Worcester, Mass., to increase power; WNYC, New York, N. Y., to increase power; WBEN, Buffalo, N. Y., for changes in equipment; WNBO, Silver Haven, Pa., for automatic frequency control; KDKA, Pittsburgh, Pa., for new equipment; NEW, Sulphur Springs, Ark.; NEW, Pampa Broadcasting Co., Pampa, Tex.; NEW, Athens, Tex.; WSOC, Gastonia, N. C., to move transmitter; WSMB, New Orleans, La., to increase power; NEW, W. E. Miller, Lake Charles, La.; NEW, The Edison Shop, Brownsville, Tex.; KLCN, Blytheville, Ark., to increase power; KGDA, Mitchell, S. D., to change equipment; NEW, Louis F. Kuester, West Bend, Wis.; NEW, Jenny Wrenn Company, Hutchinson, Kan.; NEW, The Call Publishing Co., Racine, Wis.; KGCR, Watertown, S. D., to move station locally.

OCTOBER 15

WMAQ, Chicago, Ill.—Voluntary assignment of license to NBC.

KFJY, Riverdale, Ia.—Voluntary assignment of license to Cedar Rapids Broadcast Co.

KLO, Ogden, Utah—Automatic frequency control.

NEW, Hollywood, Cal.—May Ronsaville for CP to erect new station to use 820 kc., 250 w., unlimited time.

Application Returned—NEW, Irene Reynolds, Jacksonville, Fla.; KXL, Portland, Ore.; KBPS, Portland, Ore.; KGAR, Tucson, Ariz., to change frequency.

OCTOBER 16

WGBB, Freeport, N. Y.—CP to move transmitter locally.

WJMS, Ironwood, Mich.—Modification of CP to change transmitter and studio location locally.

WOWO, Fort Wayne, Ind.—CP to install new equipment and increase power to 25 kw.

WOWO, Fort Wayne, Ind.—Modification of license to change hours of operation from sharing with WWVA to 6/7 time.

KTFI, Twin Falls, Idaho—Modification of license to increase power from 250 w. to 500 w. LS to 500 w. day and night.

Applications Returned—NEW, A. O. Klotz and Noel Reaben, McComb, Miss.; KMLB, Monroe, La., to change frequency; WFDV, Rome, Ga., to change frequency.

OCTOBER 17

WPRO, Providence, R. I.—License to cover CP granted 10-6-31 to make changes in equipment and obtain approval of local studio location change.

WSYB, Rutland, Vt.—License to cover CP granted 7-31-31 to move transmitter locally.

KGFX, Pierre, S. D.—Modification of CP to extend completion date from 10-20-31 to 12-20-31.

OCTOBER 20

WCAX, Burlington, Vt.—License to cover CP granted 6-17-31 to move station locally and change equipment.

WFEA, Manchester, N. H.—Modify CP, granted 6-26-31 for new station, to extend completion date to 12-29-31.

NEW, Beaver Falls, Pa.—C. J. Scott for CP to erect a new station to use 560 kc., 25 w., unlimited hours.

KFUL, Galveston, Tex.—License to cover CP, granted 8-25-31 for change in equipment.

WLBL, Stevens Point, Wis.—Modify CP, granted 6-24-31 for change in equipment, to extend completion date and change transmitter location to Jordan, Wis.

KFYR, Bismarck, N. D.—Modification of license resubmitted. Requests specified hours.

KLX, Oakland, Cal.—Modification of license to incorporate power from 500 w. to 500 w., 1 kw. LS.

Applications returned at request of applicants:

KJBS, San Francisco—For limited time.

NEW, Robert J. Wood, Lake Placid, N. Y.—For limited time.

NEW, Brooklyn, N. Y.—Jacob Rosenbaum and David Patasnik, for CP for 2752-2848, 2050-2150, 1600-1700 kc., 100 w. Visual broadcasting.

NEW, Philadelphia—Philadelphia Storage Battery Co. for CP for 48500-50300, 60000-80000,43000-46000 kc. up to 1.5 kw. Visual broadcasting.

W2XF, New York City—License covering CP for 43000-46000, 48500-50300, 60000-80000 kc., 5 kw. Visual broadcasting.

W9XAP, Chicago—Assignment of license to NBC. Visual broadcasting.

Application returned—KJBS, San Francisco, Calif. Requested Limited Time.

Application returned—New, Rober J. Wood, Lake Placid, N. Y. Authority to use 1220 kc. 100 w.

OCTOBER 21

KMCS, Inglewood, Cal.—CP amended to request transmitter and studio at 541 South Spring St., Los Angeles.

KMJ, Fresno, Cal.—CP to move transmitter locally, install new equipment, change frequency from 1210 kc. to 1350 kc., and power from 100 w. to 500 w.

KFUP, Denver, Col.—CP to move station to Cheyenne, Wyo., and change from sharing with KFXJ to simultaneous daytime operation, share with KFXJ at night.

OCTOBER 23

NEW, Greensburg, Pa.—Paul F. Klingensmith for CP to use 810 kc., 250 w., transmitter location at Youngwood, Pa.

KCRC, Enid, Okla.—Modification of CP granted 7-21-31, to extend completion date to 12-10-31.

NEW, Little Rock, Ark.—Edmund G. Hilger for CP to use 890 kc., 500 w., unlimited time.

KGCU, Mandan, N. D.—Modification of CP granted 6-26-31, to extend completion date to 11-5-31.

KIDO, Boise, Idaho—Modification of license, amended to request 1350 kc. instead of 1240 kc.

KFWI, San Francisco—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

OCTOBER 24

NEW, Mt. Clemens, Mich.—Edmund J. Meurer, for CP permit amended to request to share with WMPC instead of unlimited time on 1500 kc.

NEW, Greenville, S. C.—Battery & Electric Co., Inc., for CP to erect a new station to use 590 kc., 250 w., D. (Facilities of WDIX).

NEW, Muscatine, Ia.—Norman Baker for CP to erect a new station to use 1170 kc., 5 kw., daytime.

WMBH, Joplin, Mo.—License to cover CP granted 3-13-31 for change in equipment.

Applications Returned—KTFI, Twin Falls, Idaho, for power increase; NEW, Washington, Pa., John Brownlee Spriggs for power increase.

OCTOBER 27

NEW, Hazleton, Pa.—Schuykill Broadcasting Corporation for CP amended as to applicant and to request daytime instead of limited time on 590 kc.

WJMS, Ironwood, Mich.—Modification of CP amended to request extension of completion date for two weeks.

WJAS, Pittsburgh—CP to install new transmitter and change frequency from 1290 kc. to 920 kc.

WKAR, East Lansing, Mich.—License to cover CP granted 6-20-31 for change in equipment.

WRBL, Columbus, Ga.—CP to make changes in equipment.

KSCJ, Sioux City, Ia.—License to cover CP granted 4-24-31 for change in equipment only.

KFXD, Nampa, Idaho—Modification of CP to extend commencement and completion dates.

KWCR, Cedar Rapids, Ia.—CP to move transmitter and studio locally.

NEW, Pittsburgh—Radio Vision Company for television CP for 2850-2950 kc. to 50 w.; NEW, Cuyahoga Heights Village, O.—The WGAR Broadcasting Co., television CP for 43000-46000, 48500-50300, 60000-80000 kc., 200 w.

WGAR Broadcasting Co., Detroit—New CP for 43000-46000, 48500-50300 and 60000-80000 kc. 200 w., visual broadcasting.

OCTOBER 28

WORC-WEPS, Worcester, Mass.—License to cover CP granted 9-1-31, for new equipment. Also requests authority to determine license power by direct measurement of antenna input.

WQBC, Vicksburg, Miss.—Modification of license to change from D hours to unlimited.

WFDV, Rome, Ga.—Modification of license to change frequency and time from 1310 kc. D to 1500 kc. unlimited.

WRBJ, Hattiesburg, Miss.—J. H. Harbour requests authority to assign his interest in the CP granted 9-22-31 to three partners.

KWK, St. Louis—Modification of license to change name of licensee to Thomas Patrick, Inc.

NEW, Wayne, Neb.—S. A. Lutgen resubmitted CP amended to request 100 w. instead of 250 w. on 1310 kc.

WHBU, Anderson, Ind.—Voluntary assignment of license to Anderson Broadcasting Corp.

OCTOBER 29

WAAT, Jersey City, N. J.—CP to install new equipment.

WJBK, Detroit, Mich.—CP amended to request 100 w. when not operating simultaneouslu with WIBM.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

NEW, Eastern Ohio Broadcasting Company, New Philadelphia, Ohio.—CP 850 kc., 500 w., Lt.

WTSL, Laurel, Miss.—License covering CP for removal of station to Laurel, Miss., from Shreveport, La.

WEBQ, Harrisburg, Ill.—Install automatic frequency control.

Applications returned—WTSL, Laurel, Miss.—Change hours of operation (returned at request of applicant); KFQW, Seattle, Wash.—Change equipment (Station deleted); KFXY, Flagstaff, Ariz.—Change equipment (into necessary); NEW, May Ronsaville, Hollywood, Cal.—New station on 820 kc. (returned because did not comply with G. O. 102 and 40. Also unsatisfactory transmitter).

Decisions . . .

OCTOBER 16

KGFF, Shawnee, Okla.—Granted CP to make changes in equipment to conform to requirements of G.O. 111, 115 and 116.

WOAX, Trenton, N. J.—Granted modification of CP to change type of equipment authorized by CP, to conform to requirements of G.O. 111, 115 and 116, and to change completion date from Oct. 20 to Dec. 1.

KTAT, Ft. Worth, Tex.—Granted authority to determine the licensed power of station by direct measurement of antenna input in compliance with G.O. 115.

KFJR, Portland, Ore.—Granted consent to voluntary assignment of license to Ashley C. Dixon, KFJR, Inc.

KGCU, Mandan, N. D.—Granted license to end of regular period—Dec. 1, 1931.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL, Laurel, Miss., on Saturday afternoons from Oct. 17 to Nov. 28.

Licenses of the following stations were renewed:

Temporary licenses were issued as follows, pending investigations:

KFH, Wichita, Kan.; WHAP, New York City; WCDA, New York City; WDAH, Amarillo, Tex.; WSAR, Fall River, Mass.; KGRS, Amarillo, Tex.; KTBS, Shreveport, La.; WOQ, Kansas City, Mo.; KGJF, Little Rock, Ark.; KTAR, Phoenix, Ariz.

Special authorizations were issued to the following stations to operate simultaneously from 3 a.m., EST, Nov. 1, 1931, to 3 a.m. EST, May 1, 1932, pending action on formal applications for modification of license:

WKBH, La Crosse, Wis.—During D with KSO; KSO, Clarinda, Ia.—During D with WKBH; WTAQ, Eau Claire, Wis.—During D with KSCJ; KSCJ, Sioux City, Ia.—During D with WTAR.

WBAK, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares daytime with WHP, night with WHP and WCAH, WCAH having half time.

WHP, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares with WBAK daytime, and with WBAK and WCAH at night, WCAH having half time.

WCAH, Columbus, O.—Granted renewal of license, 1430 kc., 500 w., unlimited day, shares night with WBAK and WHP, WCAH having half time. Also grant extension to May 1, 1932, of special experimental authorization to change hours of operation from sharing with WHP and WBAK to unlimited hours of operation, and to operate simultaneously with WHP, WOKO, and WHEC-WABO.

WOKO, Albany, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WREC-WABO at night. Also granted extension to May 1, 1932, of special experimental authorization to change frequency from 1440 to 1430 kc. and hours of operation from sharing with WHEC-WABO to unlimited and operate simultaneously with WHP, WGAR and WREC-WABO.

WHEC-WABO, Rochester, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WOKO at night; also granted extension to May 1, 1932, of special experimental authority to change frequency from 1440 to 1430 kc., and hours of operation from sharing with WOKO to unlimited to operate simultaneously with WOKO, WHP and WGAR.

WIL, St. Louis, Mo.—Renewal of license, because facilities have been applied for.

The following applications were dismissed at applicants' request:

NEW, American Television Labs. Ltd., Hollywood, Cal.; NEW, Arthur Liebscher, Philadelphia, Pa.

WREN, Lawrence, Kan. (Ex. Rep. 183)—Denied CP to install new equipment and increase daytime power to 2½ kw., and move transmitter, sustaining Examiner Hyde.

KGKO, Wichita Falls, Tex. (Ex. Rep. 210)—Denied CP to change equipment and increase power to 500 w., full time, sustaining Examiner Pratt.

KXA, Seattle—Denied modification of license as in cases of default; sustaining Examiner Pratt.

KMTR, Los Angeles—Denied CP to increase power, (Commissioner Lafount excepted), sustaining Examiner Pratt.

WJKS, Gary, Ind. (Ex. Rep. 235)—Granted modification of license to change frequency from 1360 to 560 kc., and changing hours of operation from sharing with WGES to unlimited, reversing Examiner Yost.

NEW, The Advent Christian Church, Portsmouth, N. H. (Ex. Rep. 244)—Application to operate on 1310 kc., 100 w., share with WKAV, withdrawn and dismissed at applicant's request, sustaining Examiner Walker.

WPSC, State College, Pa. (Ex. Rep. 247)—Granted renewal of license, 1230 kc., 500 w., D, sustaining Examiner Yost.

KFXY, Flagstaff, Ariz. (Ex. Rep. 248)—Granted renewal of license, 1420 kc., 100 w., unlimited time, sustaining Examiner Yost.

OCTOBER 20

WHBF, Rock Island, Ill.—Granted CP to move transmitter and studio locally.

WFIW, Hopkinsville, Ky.—Granted CP to move transmitter about ½ mile south of present location and change equipment to conform to G.O.'s 111, 115 and 116.

WEEU, Reading Pa.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116; slight transmitter move, and extend completion date from Oct. 7th, 1931, to January 7, 1932.

KMPC, Beverly Hills, Cal.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116, and to change commencement date from July 6th to October 6th, 1931, and change completion date from October 6, 1931, to January 6, 1932.

KFLX, Galveston, Tex.—Granted license covering change in equipment; 1370 kc., 100 w., unlimited time.

WRBJ, Hattiesburg, Miss.—Granted consent to voluntary assignment of license, J. H. Harbour given authority to assign his interest in license of WRBJ to the other members of the partnership, D/B as Hattiesburg Broadcasting Co. Granted authority to discontinue operation to Dec. 15, 1931.

KECA, Los Angeles, Cal.—Granted consent to voluntary assignment of license to Earle C. Anthony, Inc.

NEW, Congress Square Hotel Co., Portland, Me.—CP for visual broadcasting set for hearing.

NEW, Boston, Mass.—Automatic Radio Mfg. Co. Inc., CP for special experimental service set for hearing.

NEW, Montgomery, Ala.—O. H. Stephens, Tr. as The Voice of Montgomery, CP 1500 kc., 100 watts, daytime, share with KGKB, set for hearing.

WBAK, Harrisburg, Pa.—Modification of license to change hours of operation from sharing with WHP and WCAH to sharing only with WHP on equal basis, set for hearing.

Applications for renewal of license for the following stations were set for hearing: WBGF, Glens Falls, N. Y.; WRAW, Reading, Pa.; KFYO, Abilene, Tex.; KMED, Medford, Ore., and KXA, Seattle, Wash.

OCTOBER 23

KSMR, Santa Maria, Cal. (Ex. Rep. 214)—Granted CP to move from Santa Maria to Bakersfield, Cal., reversing Examiner Walker.

WHOM, Jersey City, N. J. (Ex. Rep. 216)—Granted modification of license giving WHOM ¾ time, sharing with WBMS ¼ time, thus eliminating stations WNJ and WKBO, sustaining Examiner Pratt.

W9XV, Carterville, Mo. (Ex. Rep. 219)—Denied modification of experimental license, sustaining Examiner Pratt.

NEW, Carterville, Mo. (Ex. Rep. 220)—Denied CP to operate on 1420 kc., 100 w., share with WMBH, sustaining Examiner Pratt.

WRAX, Philadelphia (Ex. Rep. 223)—Denied CP to increase power from 250 to 500 w., sustaining Examiner Yost.

WHBY, West De Pere, Wis. (Ex. Rep. 232)—Denied CP to change frequency from 1200 to 950 kc., increase power from 100 to 500 w., 1 kw., LS, sustaining Examiner Hyde.

NEW, New Philadelphia, O. (Ex. Rep. 236)—Denied CP to operate on 1370 kc., 100 w., unlimited time, sustaining Examiner Hyde.

KGHI, Little Rock, Ark.—Granted consent to voluntary assignment of license to O. A. Cook.

WSMB, New Orleans—Granted consent to voluntary assignment of license to WSMB, Inc.

WKBC, Birmingham—Granted license covering local move of transmitter and installation of new equipment, 1310 kc., 100 w., unlimited time.

WQAM, Miami, Fla.—Granted license covering auxiliary transmitter, 560 kc., 250 w., auxiliary.

W2XK, New York City—Granted experimental license.

WIOXAO, New York City—Granted special experimental license.

The following applications were set for hearing:

NEW, Owosso Broadcasting Co., Owosso, Mich.—CP, 830 kc., 1 kw.

WHDL, Tupper Lake, N. Y.—CP to move transmitter and studio locally in Tupper Lake; change frequency from 1420 to 1220 kc.; change power from 100 to 500 w., and change hours of operation to D only, sharing with WCAD.

WNBO, Silver Haven, Pa.—Requests authority to install automatic frequency control.

NEW, Philadelphia Storage Battery Co., Philadelphia; NEW, The Evening News Assn., Detroit; NEW, Dr. George W. Young, Minneapolis, Minn.—Request CP for visual broadcasting.

KMO, Tacoma, Wash.—Requests CP to change frequency from 860 kc. to 1330 kc., power 250 w., unlimited time.

WOPI, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Licensee directed to file application for renewal of license through supervisor, on or before Nov. 7, 1931.

WSPD, Toledo—Granted permission to intervene in the application of the Community Broadcasting Co. of Toledo, to be held Nov. 13.

WCBA, Allentown, Pa.—Granted renewal of license; complaints now corrected.

WKBV, Connersville, Ind.—Voluntary assignment of license. Also CP, 1500 kc., 100 w., dismissed at request of applicant.

WWJ, Detroit—CP, 1020 kc., 5 kw., unlimited time, dismissed at request of applicant.

The following applications designated for hearing failed to enter their appearances within time allowed, and were therefore denied:

NEW, A. V. Arrington, Hemburg, Ark.; NEW, Capitol Broadcasting Co., Austin, Tex.; KGMP, Elk City, Okla., voluntary assignment of license; NEW, Robert C. Fluhrer, J. G. Frank and Louis B. Polstrack, York, Pa.; NEW, Robert Wilkin Stolzenbach, Springfield, O.; NEW, Lorain County Radio Corp., Lorain, O.; NEW, E. F. McDonald, Jr., Chicago; NEW, Phoenix Junior College, Phoenix, Ariz.

WOOD, Grand Rapids, Mich.—Granted permission to take depositions of certain witnesses in Grand Rapids.

WLCI, Ithaca, N. Y.—Hearing cancelled as applicant for its facilities defaulted; license to be renewed for operation on Sundays only from 10.45 a.m. to 12.15 p.m.

WCAU, Philadelphia—Motion to strike protest and petition of WOWO, Ft. Wayne, against proposed increase of power of WCAY, denied, since Commission has already denied petition of WOWO.

KFXY, Flagstaff, Ariz.—Action of Commission of Oct. 16, renewing license to operate on 1420 kc., 100 w., rescinded. A. H. Schermann, who was assigned this license on July 28, notified he must file application for renewal.

OCTOBER 27

WELL, Battle Creek, Mich.—Granted CP to move transmitter and studio from W. State St. to W. K. Kellogg Inn, Champion St., Battle Creek, install new equipment and increase power to 100 w.

WGBS, New York City—Granted consent to voluntary assignment of license and CP American Radio News Corp.

WRBQ, Greenville, Miss.—Granted permission to reduce power to 50 w. while replacing power supply destroyed by fire.

W3XP, Whippany, N. J.—Granted increase in power from 1 kw. to 50 kw., from Oct. 26 to Oct. 29.

NEW, Milwaukee, Wis.—The Journal Company granted CP for special experimental purposes.

WIXAK, Chicipee Falls, Mass.—Granted renewal of special experimental license.

Regular renewals were granted the following:

WCOA, Pensacola, Fla.; WSMB, New Orleans; WTFI, Athens, Ga.; KFPY, Spokane; KSO, Clarinda, Ia., and WHOM, Jersey City, N. J.

WBMS, Hackensack, N. J.—Granted temporary license pending result of investigation.

WTAQ, Eau Claire, Wis.—Granted temporary license pending action after hearing on licensee's application for renewal.

KSCJ, Sioux City, La.—Granted temporary license pending action after hearing on licensee's application for renewal.

KGEF, Los Angeles—Granted 30 day license from Nov. 1, pending decision of the Commission on examiner's report as result of hearing.

KLRA, Little Rock, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

KUOA, Fayetteville, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

WAWZ, Zarepaath, N. J.—The Commission reconsidered its action of August 14, designating licensee's application for hearing, and granted renewal of license for regular period.

KOB, State College, N. M.—Granted authority to move to Albuquerque, subject to selection of satisfactory location and improvements to equipment.

KMCS, Inglewood, Cal.—Hearing date continued for 30 days from November 4.

KFAB, Lincoln, Neb.—Application for renewal of license, heretofore set for hearing, dismissed from docket.

WPCH, New York City—Request for change in frequency from 810 to 570 kc., and hours of operation from daytime to sharing with WMCA, set for hearing.

KFJZ, Ft. Worth, Tex.—Renewal of license set for hearing because facilities of station have been applied for.

NEW, WJR, The Goodwill Station, Pontiac, Mich.—Request for visual broadcasting, CP set for hearing.

NEW, Wm. O. Ansley, Jr., Abilene, Tex.—Denied application to extend time for the filing of exceptions to Ex. Rep. 259; also denied permission to intervene in the hearing on the renewal application of KFYO, Abilene, Tex.

Washington Visitors*

Senator Wallace White, Jr., Maine.
Gerald Harrison and Paul De Mar, WNAC, Boston.
A. J. McCosker, WOR, Newark.
Stephens Pace, new station applicant, Americus, Ga.
J. Corab, KMMJ, Clay Center, Neb.
M. A. Leese, M. R. Baker and Larry Elliott, WMAL, Washington.
Leroy Mark, WOL, Washington.
Edwin K. Cohan, L. W. Lowman, H. V. Akerberg, Columbia Broadcasting System.
H. S. Price, R. E. Coram, Bell Laboratories.
L. E. Whittemore, American Tel. & Tel.
W. S. McCachren, WHP, Harrisburg, Pa.
C. R. Cummins, WRAK, Williamsport, Pa.
G. A. Irland and G. R. Faint, WJBU, Lewisburg, Pa.
Benjamin Soby, Westinghouse Company, Pittsburgh.
J. P. Fishburn, Jr., WDBJ, Roanoke, Va.
A. S. Foster, WWL, New Orleans.
Lewis Burk, WCSC, Charleston, S. C.
Philip E. Allen and A. E. Heiser, WLVA, Lynchburg, Va.
Henry P. Rines, WCSH, Portland, Me.
Charles W. Myers, KOIN, Portland, Ore.
J. S. Boyd, WIBO, Chicago.
Rev. J. C. O'Hair, WPCC, Chicago.
W. E. Lancaster, WTAD, Quincy, Ill.
Edgar Felix, New York City.
Edwin M. Spence, WPG, Atlantic City.
E. B. Craney, KGIR, Butte, Mont.
George B. Hartrick, WEXL, Royal Oak, Mich.
J. C. Gurney, WNAX, Yankton, S. D.
Thomas Patrick Convey and Edward Goodberlet, KWK, St. Louis.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *October 14-30.*

OCTOBER 30

WGBB, Freeport, N. Y.—Granted CP to move transmitter locally.

KIDO, Boise, Ida.—Granted modification of license to change frequency from 1250 to 1350 kc.

WFEA, Manchester, N. H.—Granted modification of CP to extend completion date from Oct. 25 to Dec. 29, 1931.

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date from Sept. 15 to Oct. 15, 1931.

KFJY, Riverdale, Ia.—Granted consent to voluntary assignment of license to the Cedar Rapids Broadcast Co.

WSYB, Rutland, Vt.—Granted license covering removal of transmitter locally.

KLO, Ogden, Utah—Granted authority to install automatic frequency control.

WMAQ, Chicago, Ill.—Granted consent to voluntary assignment of license to NBC.

WIS, Columbia, S. C.—Denied authority to increase power to 1 kw. on Nov. 5.

KWKH, Shreveport, La.—Denied permission to have oral arguments on Exam. Rep. 59 and 249.

WEVD, New York City (Ex. Rep. 176)—Granted renewal of license to operate on 1300 kc., 500 w., share with WBBR, WHAP and WHAZ, reversing Examiner Pratt. (Commissioners Saltzman and Starbuck dissented).

WCKY, Covington, Ky. (Ex. Rep. 186)—Granted modification of license to change hours of operation from 4/7ths to unlimited time, reversing Examiner Walker.

WIBR, Steubenville, O. (Ex. Rep. 287)—Denied renewal of license, sustaining Examiner Hyde.

WJAZ and WCHI, Chicago, ordered deleted.

WMBA, Newport, R. I. (Ex. Rep. 228)—Denied renewal of license, sustaining Examiner Walker.

KCRJ, Jerome, Ariz. (Ex. Rep. 245)—Granted renewal of license, 1310 kc., 100 w., day only, sustaining Examiner Yost.

KOCW, Chickasha, Okla. (Ex. Rep. 250)—Granted renewal of license, 1400 kc., 250 w., 500 w., LS; denied voluntary assignment of license to J. T. Griffin; denied CP to move transmitter and studio. Examiner Yost recommended granting of all three applications.

Set For Hearing—KOY, Phoenix, Ariz.—Requests modification of license to change power from 500 w. to 1 kw.

Applications Dismissed—The following applications are dismissed at applicants' request; NEW, the Atlanta Journal Co., Atlanta, Ga.—CP 2000-2100, 2750-2850 kc., 500 w., visual; NEW, Knoxville Journal Co., Knoxville, Tenn.—CP 1330 kc., 1 kw.; NEW, N. O. Clemensen, Payette, Ida.—CP 1200 kc., 100 w.; NEW, Frank E. Howe, Bennington, Vt.—CP 1290 kc., 50 w.; NEW, Gimbel Bros., Philadelphia—CP 2100-2200 kc., 500 w.

Applicants in the following cases, heretofore designated for hearing, failed to appear within time allowed, and applications are denied: W2XTF, Brooklyn, N. Y., modification of CP; NEW, Sanabria Television Corp., Chicago, Ill.—CP, television service; WGL, Ft. Wayne, Ind., modification of license 1370 kc., 100 w., 250 w. LS.; KFWB, Hollywood, Cal., CP 950 kc., 1 kw., 2½ kw. LS.

Renewal of Licenses—KTFI, Twin Falls, Ida., granted regular renewal; WCHI, Chicago, granted extension for tension for 30 days from Nov. 1; KYW, Chicago, granted regular license; WTAW, College Station, Tex., granted regular renewal; WCHI, Chicago, granted extension for 20 days from Nov. 1; WCKY, Covington, Ky., granted regular renewal.

Examiner's Reports . . .

NEW, Abilene, Tex.—Application of William O. Ansley, Jr., for new station on 1420 kc. 100 w. night, 250 w. LS, unlimited time, recommended for denial by Examiner Hyde. (Docket 1143, Report No. 259).

WKAV, Laconia, N. H.—Application for renewal of license. Examiner Walker (Docket No. 1282, Report No. 260), found that while station is licensed for unlimited time, has been operating less than 12 hours per day, in violation of G. O. 105. He recommended that the application for license renewal be granted for one-third time in 1310 kc. with 100 w., and that it be denied insofar as unlimited hours are requested.

WABI, Bangor, Me.—Application for renewal of license for failure to comply with G. O. 105. Examiner Walker (Docket No. 1233, Report No. 261), found that well station is licensed unlimited time, it has been operating less than 12 hours per day. He recommended that renewals be granted for one-third time on 1200 kc. with 100 w., and be denied insofar as full time is requested.

NEW, Garden City, Kan.—Application of Conard Studio for new station 1370 kc. 100 w., unlimited time, recommended for denial by Chief Examiner Yost (Docket No. 1272, Report No. 262) by default because of failure of applicant to appear.

WTMJ, Milwaukee—Report of Examiner Pratt (Dockets Nos. 1153, 1154, 1171, 1162, Report No. 263) rehearing involving restoration of service area on 620 kc., pursuant to mandate of Court of Appeals of District of Columbia.

WICC, Bridgeport, Conn., and WCAC, Storrs, Conn.—Application for renewal of licenses designated for hearing on account of failure of applicants to file a time-sharing agreement required by G. O. 105. Examiner Hyde (Docket No. 1343, Report No. 264) recommends approval of time-sharing agreement presented by stations and renewal of license, whereby WCAC may operate 3½ hours weekly, with other periods during term of license to be used by WICC.

NEW, Laramie, Wyo.—Application of Sherwood H. Patterson for new station on 1340 kc., 500 w., unlimited time, recommended for withdrawal without prejudice by Chief Examiner Yost (Docket No. 996, Report No. 265).

WPCC, Chicago—Application for increase in power from 500 w. to 1 kw., recommended for denial by Chief Examiner Yost (Docket No. 1236, Report No. 266) because of Commission's action of Oct. 16 granting to WJKS, Gary, Ind., the 560 kc. channel, now assigned WPCC and WIBO, also Chicago.

KNBX, Springfield, Vt.—Application for increase in power from 10 to 50 or 100 w., on 1200 kc., recommended for denial by Examiner Pratt (Docket No. 1248, Report No. 267).

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
OCTOBER 14-30 INCLUSIVE

Applications . . .

OCTOBER 14

WPCH, New York, N. Y.—Modification of license to change frequency from 810 kc. to 570 kc. and hours of operation from D to sharing with WMCA.

WELL, Battle Creek, Mich.—CP to move station locally, install new equipment and increase power from 50 to 100 w.

WFBG, Altoona, Pa.—CP to install new transmitter.

NEW, Batesville, Ark.—Henzia Ortman for CP to erect a new station to use 1500 kc., 10 w. D.

KMLB, Monroe, La.—Voluntary assignment of license to Liner's Broadcasting Station, Inc.

KGJF, Little Rock, Ark.—Involuntary assignment of license from First Church of The Nazarene to Arkansas Radio & Equipment Co.

KOY, Phoenix, Ariz.—Modification of license amended to request facilities of KOB.

NEW, Henry Hotel, Pittsburgh, Pa.—J. B. Spriggs for CP to erect new station to use 800 kc., 5 kw., D.

Applications Returned—NEW, Louis Reis, New York, N. Y.; WTAG, Worcester, Mass., to increase power; WNYC, New York, N. Y., to increase power; WBEN, Buffalo, N. Y., for changes in equipment; WNBO, Silver Haven, Pa., for automatic frequency control; KDKA, Pittsburgh, Pa., for new equipment; NEW, Sulphur Springs, Ark.; NEW, Pampa Broadcasting Co., Pampa, Tex.; NEW, Athens, Tex.; WSOC, Gastonia, N. C., to move transmitter; WSMB, New Orleans, La., to increase power; NEW, W. E. Miller, Lake Charles, La.; NEW, The Edison Shop, Brownsville, Tex.; KLCN, Blytheville, Ark., to increase power; KGDA, Mitchell, S. D., to change equipment; NEW, Louis F. Kuester, West Bend, Wis.; NEW, Jenny Wrenn Company, Hutchinson, Kan.; NEW, The Call Publishing Co., Racine, Wis.; KGCR, Watertown, S. D., to move station locally.

OCTOBER 15

WMAQ, Chicago, Ill.—Voluntary assignment of license to NBC.

KFJY, Riverdale, Ia.—Voluntary assignment of license to Cedar Rapids Broadcast Co.

KLO, Ogden, Utah—Automatic frequency control.

NEW, Hollywood, Cal.—May Ronsaville for CP to erect new station to use 820 kc., 250 w., unlimited time.

Application Returned—NEW, Irene Reynolds, Jacksonville, Fla.; KXL, Portland, Ore.; KBPS, Portland, Ore.; KGAR, Tucson, Ariz., to change frequency.

OCTOBER 16

WGBB, Freeport, N. Y.—CP to move transmitter locally.

WJMS, Ironwood, Mich.—Modification of CP to change transmitter and studio location locally.

WOWO, Fort Wayne, Ind.—CP to install new equipment and increase power to 25 kw.

WOWO, Fort Wayne, Ind.—Modification of license to change hours of operation from sharing with WWVA to 6/7 time.

KTFI, Twin Falls, Idaho—Modification of license to increase power from 250 w. to 500 w. LS to 500 w. day and night.

Applications Returned—NEW, A. O. Klotz and Noel Reaben, McComb, Miss.; KMLB, Monroe, La., to change frequency; WFDV, Rome, Ga., to change frequency.

OCTOBER 17

WPRO, Providence, R. I.—License to cover CP granted 10-6-31 to make changes in equipment and obtain approval of local studio location change.

WSYB, Rutland, Vt.—License to cover CP granted 7-31-31 to move transmitter locally.

KGFX, Pierre, S. D.—Modification of CP to extend completion date from 10-20-31 to 12-20-31.

OCTOBER 20

WCAX, Burlington, Vt.—License to cover CP granted 6-17-31 to move station locally and change equipment.

WFEA, Manchester, N. H.—Modify CP, granted 6-26-31 for new station, to extend completion date to 12-29-31.

NEW, Beaver Falls, Pa.—C. J. Scott for CP to erect a new station to use 560 kc., 25 w., unlimited hours.

KFUL, Galveston, Tex.—License to cover CP, granted 8-25-31 for change in equipment.

WLBL, Stevens Point, Wis.—Modify CP, granted 6-24-31 for change in equipment, to extend completion date and change transmitter location to Jordan, Wis.

KFYR, Bismarck, N. D.—Modification of license resubmitted. Requests specified hours.

KLX, Oakland, Cal.—Modification of license to incorporate power from 500 w. to 500 w., 1 kw. LS.

Applications returned at request of applicants:

KJBS, San Francisco—For limited time.

NEW, Robert J. Wood, Lake Placid, N. Y.—For limited time.

NEW, Brooklyn, N. Y.—Jacob Rosenbaum and David Patasnik, for CP for 2752-2848, 2050-2150, 1600-1700 kc., 100 w. Visual broadcasting.

NEW, Philadelphia—Philadelphia Storage Battery Co. for CP for 48500-50300, 60000-80000,43000-46000 kc. up to 1.5 kw. Visual broadcasting.

W2XF, New York City—License covering CP for 43000-46000, 48500-50300, 60000-80000 kc., 5 kw. Visual broadcasting.

W9XAP, Chicago—Assignment of license to NBC. Visual broadcasting.

Application returned—KJBS, San Francisco, Calif. Requested Limited Time.

Application returned—New, Rober J. Wood, Lake Placid, N. Y. Authority to use 1220 kc. 100 w.

OCTOBER 21

KMCS, Inglewood, Cal.—CP amended to request transmitter and studio at 541 South Spring St., Los Angeles.

KMJ, Fresno, Cal.—CP to move transmitter locally, install new equipment, change frequency from 1210 kc. to 1350 kc., and power from 100 w. to 500 w.

KFUP, Denver, Col.—CP to move station to Cheyenne, Wyo., and change from sharing with KFXJ to simultaneous daytime operation, share with KFXJ at night.

OCTOBER 23

NEW, Greensburg, Pa.—Paul F. Klingensmith for CP to use 810 kc., 250 w., transmitter location at Youngwood, Pa.

KCRC, Enid, Okla.—Modification of CP granted 7-21-31, to extend completion date to 12-10-31.

NEW, Little Rock, Ark.—Edmund G. Hilger for CP to use 890 kc., 500 w., unlimited time.

KGCU, Mandan, N. D.—Modification of CP granted 6-26-31, to extend completion date to 11-5-31.

KIDO, Boise, Idaho—Modification of license, amended to request 1350 kc. instead of 1240 kc.

KFWI, San Francisco—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

OCTOBER 24

NEW, Mt. Clemens, Mich.—Edmund J. Meurer, for CP permit amended to request to share with WMPC instead of unlimited time on 1500 kc.

NEW, Greenville, S. C.—Battery & Electric Co., Inc., for CP to erect a new station to use 590 kc., 250 w., D. (Facilities of WDIX).

NEW, Muscatine, Ia.—Norman Baker for CP to erect a new station to use 1170 kc., 5 kw., daytime.

WMBH, Joplin, Mo.—License to cover CP granted 3-13-31 for change in equipment.

Applications Returned—KTFI, Twin Falls, Idaho, for power increase; NEW, Washington, Pa., John Brownlee Spriggs for power increase.

OCTOBER 27

NEW, Hazleton, Pa.—Schuykill Broadcasting Corporation for CP amended as to applicant and to request daytime instead of limited time on 590 kc.

WJMS, Ironwood, Mich.—Modification of CP amended to request extension of completion date for two weeks.

WJAS, Pittsburgh—CP to install new transmitter and change frequency from 1290 kc. to 920 kc.

WKAR, East Lansing, Mich.—License to cover CP granted 6-20-31 for change in equipment.

WRBL, Columbus, Ga.—CP to make changes in equipment.

KSCJ, Sioux City, Ia.—License to cover CP granted 4-24-31 for change in equipment only.

KFXD, Nampa, Idaho—Modification of CP to extend commencement and completion dates.

KWCR, Cedar Rapids, Ia.—CP to move transmitter and studio locally.

NEW, Pittsburgh—Radio Vision Company for television CP for 2850-2950 kc. to 50 w.; NEW, Cuyahoga Heights Village, O.—The WGAR Broadcasting Co., television CP for 43000-46000, 48500-50300, 60000-80000 kc., 200 w.

WGAR Broadcasting Co., Detroit—New CP for 43000-46000, 48500-50300 and 60000-80000 kc. 200 w., visual broadcasting.

OCTOBER 28

WORC-WEPS, Worcester, Mass.—License to cover CP granted 9-1-31, for new equipment. Also requests authority to determine license power by direct measurement of antenna input.

WQBC, Vicksburg, Miss.—Modification of license to change from D hours to unlimited.

WFDV, Rome, Ga.—Modification of license to change frequency and time from 1310 kc. D to 1500 kc. unlimited.

WRBJ, Hattiesburg, Miss.—J. H. Harbour requests authority to assign his interest in the CP granted 9-22-31 to three partners.

KWK, St. Louis—Modification of license to change name of licensee to Thomas Patrick, Inc.

NEW, Wayne, Neb.—S. A. Lutgen resubmitted CP amended to request 100 w. instead of 250 w. on 1310 kc.

WHBU, Anderson, Ind.—Voluntary assignment of license to Anderson Broadcasting Corp.

OCTOBER 29

WAAT, Jersey City, N. J.—CP to install new equipment.

WJBK, Detroit, Mich.—CP amended to request 100 w. when not operating simultaneouslu with WIBM.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

NEW, Eastern Ohio Broadcasting Company, New Philadelphia, Ohio.—CP 850 kc., 500 w., Lt.

WTSL, Laurel, Miss.—License covering CP for removal of station to Laurel, Miss., from Shreveport, La.

WEBQ, Harrisburg, Ill.—Install automatic frequency control.

Applications returned—WTSL, Laurel, Miss.—Change hours of operation (returned at request of applicant); KFQW, Seattle, Wash.—Change equipment (Station deleted); KFXY, Flagstaff, Ariz.—Change equipment (into necessary); NEW, May Ronsaville, Hollywood, Cal.—New station on 820 kc. (returned because did not comply with G. O. 102 and 40. Also unsatisfactory transmitter).

Decisions . . .

OCTOBER 16

KGFF, Shawnee, Okla.—Granted CP to make changes in equipment to conform to requirements of G.O. 111, 115 and 116.

WOAX, Trenton, N. J.—Granted modification of CP to change type of equipment authorized by CP, to conform to requirements of G.O. 111, 115 and 116, and to change completion date from Oct. 20 to Dec. 1.

KTAT, Ft. Worth, Tex.—Granted authority to determine the licensed power of station by direct measurement of antenna input in compliance with G.O. 115.

KFJR, Portland, Ore.—Granted consent to voluntary assignment of license to Ashley C. Dixon, KFJR, Inc.

KGCU, Mandan, N. D.—Granted license to end of regular period—Dec. 1, 1931.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL, Laurel, Miss., on Saturday afternoons from Oct. 17 to Nov. 28.

Licenses of the following stations were renewed:

Temporary licenses were issued as follows, pending investigations:

KFH, Wichita, Kan.; WHAP, New York City; WCDA, New York City; WDAH, Amarillo, Tex.; WSAR, Fall River, Mass.; KGRS, Amarillo, Tex.; KTBS, Shreveport, La.; WOQ, Kansas City, Mo.; KGJF, Little Rock, Ark.; KTAR, Phoenix, Ariz.

Special authorizations were issued to the following stations to operate simultaneously from 3 a.m., EST, Nov. 1, 1931, to 3 a.m. EST, May 1, 1932, pending action on formal applications for modification of license:

WKBH, La Crosse, Wis.—During D with KSO; KSO, Clarinda, Ia.—During D with WKBH; WTAQ, Eau Claire, Wis.—During D with KSCJ; KSCJ, Sioux City, Ia.—During D with WTAR.

WBAK, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares daytime with WHP, night with WHP and WCAH, WCAH having half time.

WHP, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares with WBAK daytime, and with WBAK and WCAH at night, WCAH having half time.

WCAH, Columbus, O.—Granted renewal of license, 1430 kc., 500 w., unlimited day, shares night with WBAK and WHP, WCAH having half time. Also grant extension to May 1, 1932, of special experimental authorization to change hours of operation from sharing with WHP and WBAK to unlimited hours of operation, and to operate simultaneously with WHP, WOKO, and WHEC-WABO.

WOKO, Albany, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WREC-WABO at night. Also granted extension to May 1, 1932, of special experimental authorization to change frequency from 1440 to 1430 kc. and hours of operation from sharing with WHEC-WABO to unlimited and operate simultaneously with WHP, WGAR and WREC-WABO.

WHEC-WABO, Rochester, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WOKO at night; also granted extension to May 1, 1932, of special experimental authority to change frequency from 1440 to 1430 kc., and hours of operation from sharing with WOKO to unlimited to operate simultaneously with WOKO, WHP and WGAR.

WIL, St. Louis, Mo.—Renewal of license, because facilities have been applied for.

The following applications were dismissed at applicants' request:

NEW, American Television Labs. Ltd., Hollywood, Cal.; NEW, Arthur Liebscher, Philadelphia, Pa.

WREN, Lawrence, Kan. (Ex. Rep. 183)—Denied CP to install new equipment and increase daytime power to 2½ kw., and move transmitter, sustaining Examiner Hyde.

KGKO, Wichita Falls, Tex. (Ex. Rep. 210)—Denied CP to change equipment and increase power to 500 w., full time, sustaining Examiner Pratt.

KXA, Seattle—Denied modification of license as in cases of default; sustaining Examiner Pratt.

KMTR, Los Angeles—Denied CP to increase power, (Commissioner Lafount excepted), sustaining Examiner Pratt.

WJKS, Gary, Ind. (Ex. Rep. 235)—Granted modification of license to change frequency from 1360 to 560 kc., and changing hours of operation from sharing with WGES to unlimited, reversing Examiner Yost.

NEW, The Advent Christian Church, Portsmouth, N. H. (Ex. Rep. 244)—Application to operate on 1310 kc., 100 w., share with WKAV, withdrawn and dismissed at applicant's request, sustaining Examiner Walker.

WPSC, State College, Pa. (Ex. Rep. 247)—Granted renewal of license, 1230 kc., 500 w., D, sustaining Examiner Yost.

KFXY, Flagstaff, Ariz. (Ex. Rep. 248)—Granted renewal of license, 1420 kc., 100 w., unlimited time, sustaining Examiner Yost.

OCTOBER 20

WHBF, Rock Island, Ill.—Granted CP to move transmitter and studio locally.

WFIW, Hopkinsville, Ky.—Granted CP to move transmitter about ½ mile south of present location and change equipment to conform to G.O.'s 111, 115 and 116.

WEEU, Reading Pa.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116; slight transmitter move, and extend completion date from Oct. 7th, 1931, to January 7, 1932.

KMPC, Beverly Hills, Cal.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116, and to change commencement date from July 6th to October 6th, 1931, and change completion date from October 6, 1931, to January 6, 1932.

KFLX, Galveston, Tex.—Granted license covering change in equipment; 1370 kc., 100 w., unlimited time.

WRBJ, Hattiesburg, Miss.—Granted consent to voluntary assignment of license, J. H. Harbour given authority to assign his interest in license of WRBJ to the other members of the partnership, D/B as Hattiesburg Broadcasting Co. Granted authority to discontinue operation to Dec. 15, 1931.

KECA, Los Angeles, Cal.—Granted consent to voluntary assignment of license to Earle C. Anthony, Inc.

NEW, Congress Square Hotel Co., Portland, Me.—CP for visual broadcasting set for hearing.

NEW, Boston, Mass.—Automatic Radio Mfg. Co. Inc., CP for special experimental service set for hearing.

NEW, Montgomery, Ala.—O. H. Stephens, Tr. as The Voice of Montgomery, CP 1500 kc., 100 watts, daytime, share with KGKB, set for hearing.

WBAK, Harrisburg, Pa.—Modification of license to change hours of operation from sharing with WHP and WCAH to sharing only with WHP on equal basis, set for hearing.

Applications for renewal of license for the following stations were set for hearing: WBGF, Glens Falls, N. Y.; WRAW, Reading, Pa.; KFYO, Abilene, Tex.; KMED, Medford, Ore., and KXA, Seattle, Wash.

OCTOBER 23

KSMR, Santa Maria, Cal. (Ex. Rep. 214)—Granted CP to move from Santa Maria to Bakersfield, Cal., reversing Examiner Walker.

WHOM, Jersey City, N. J. (Ex. Rep. 216)—Granted modification of license giving WHOM ¾ time, sharing with WBMS ¼ time, thus eliminating stations WNJ and WKBO, sustaining Examiner Pratt.

W9XV, Carterville, Mo. (Ex. Rep. 219)—Denied modification of experimental license, sustaining Examiner Pratt.

NEW, Carterville, Mo. (Ex. Rep. 220)—Denied CP to operate on 1420 kc., 100 w., share with WMBH, sustaining Examiner Pratt.

WRAX, Philadelphia (Ex. Rep. 223)—Denied CP to increase power from 250 to 500 w., sustaining Examiner Yost.

WHBY, West De Pere, Wis. (Ex. Rep. 232)—Denied CP to change frequency from 1200 to 950 kc., increase power from 100 to 500 w., 1 kw., LS, sustaining Examiner Hyde.

NEW, New Philadelphia, O. (Ex. Rep. 236)—Denied CP to operate on 1370 kc., 100 w., unlimited time, sustaining Examiner Hyde.

KGHI, Little Rock, Ark.—Granted consent to voluntary assignment of license to O. A. Cook.

WSMB, New Orleans—Granted consent to voluntary assignment of license to WSMB, Inc.

WKBC, Birmingham—Granted license covering local move of transmitter and installation of new equipment, 1310 kc., 100 w., unlimited time.

WQAM, Miami, Fla.—Granted license covering auxiliary transmitter, 560 kc., 250 w., auxiliary.

W2XK, New York City—Granted experimental license.

WIOXAO, New York City—Granted special experimental license.

The following applications were set for hearing:

NEW, Owosso Broadcasting Co., Owosso, Mich.—CP, 830 kc., 1 kw.

WHDL, Tupper Lake, N. Y.—CP to move transmitter and studio locally in Tupper Lake; change frequency from 1420 to 1220 kc.; change power from 100 to 500 w., and change hours of operation to D only, sharing with WCAD.

WNBO, Silver Haven, Pa.—Requests authority to install automatic frequency control.

NEW, Philadelphia Storage Battery Co., Philadelphia; NEW, The Evening News Assn., Detroit; NEW, Dr. George W. Young, Minneapolis, Minn.—Request CP for visual broadcasting.

KMO, Tacoma, Wash.—Requests CP to change frequency from 860 kc. to 1330 kc., power 250 w., unlimited time.

WOPI, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Licensee directed to file application for renewal of license through supervisor, on or before Nov. 7, 1931.

WSPD, Toledo—Granted permission to intervene in the application of the Community Broadcasting Co. of Toledo, to be held Nov. 13.

WCBA, Allentown, Pa.—Granted renewal of license; complaints now corrected.

WKBV, Connersville, Ind.—Voluntary assignment of license. Also CP, 1500 kc., 100 w., dismissed at request of applicant.

WWJ, Detroit—CP, 1020 kc., 5 kw., unlimited time, dismissed at request of applicant.

The following applications designated for hearing failed to enter their appearances within time allowed, and were therefore denied:

NEW, A. V. Arrington, Hemburg, Ark.; NEW, Capitol Broadcasting Co., Austin, Tex.; KGMP, Elk City, Okla., voluntary assignment of license; NEW, Robert C. Fluhrer, J. G. Frank and Louis B. Polstrack, York, Pa.; NEW, Robert Wilkin Stolzenbach, Springfield, O.; NEW, Lorain County Radio Corp., Lorain, O.; NEW, E. F. McDonald, Jr., Chicago; NEW, Phoenix Junior College, Phoenix, Ariz.

WOOD, Grand Rapids, Mich.—Granted permission to take depositions of certain witnesses in Grand Rapids.

WLCI, Ithaca, N. Y.—Hearing cancelled as applicant for its facilities defaulted; license to be renewed for operation on Sundays only from 10.45 a.m. to 12.15 p.m.

WCAU, Philadelphia—Motion to strike protest and petition of WOWO, Ft. Wayne, against proposed increase of power of WCAY, denied, since Commission has already denied petition of WOWO.

KFXY, Flagstaff, Ariz.—Action of Commission of Oct. 16, renewing license to operate on 1420 kc., 100 w., rescinded. A. H. Schermann, who was assigned this license on July 28, notified he must file application for renewal.

OCTOBER 27

WELL, Battle Creek, Mich.—Granted CP to move transmitter and studio from W. State St. to W. K. Kellogg Inn, Champion St., Battle Creek, install new equipment and increase power to 100 w.

WGBS, New York City—Granted consent to voluntary assignment of license and CP American Radio News Corp.

WRBQ, Greenville, Miss.—Granted permission to reduce power to 50 w. while replacing power supply destroyed by fire.

W3XP, Whippany, N. J.—Granted increase in power from 1 kw. to 50 kw., from Oct. 26 to Oct. 29.

NEW, Milwaukee, Wis.—The Journal Company granted CP for special experimental purposes.

WIXAK, Chicipee Falls, Mass.—Granted renewal of special experimental license.

Regular renewals were granted the following:

WCOA, Pensacola, Fla.; WSMB, New Orleans; WTFI, Athens, Ga.; KFPY, Spokane; KSO, Clarinda, Ia., and WHOM, Jersey City, N. J.

WBMS, Hackensack, N. J.—Granted temporary license pending result of investigation.

WTAQ, Eau Claire, Wis.—Granted temporary license pending action after hearing on licensee's application for renewal.

KSCJ, Sioux City, La.—Granted temporary license pending action after hearing on licensee's application for renewal.

KGEF, Los Angeles—Granted 30 day license from Nov. 1, pending decision of the Commission on examiner's report as result of hearing.

KLRA, Little Rock, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

KUOA, Fayetteville, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

WAWZ, Zarepaath, N. J.—The Commission reconsidered its action of August 14, designating licensee's application for hearing, and granted renewal of license for regular period.

KOB, State College, N. M.—Granted authority to move to Albuquerque, subject to selection of satisfactory location and improvements to equipment.

KMCS, Inglewood, Cal.—Hearing date continued for 30 days from November 4.

KFAB, Lincoln, Neb.—Application for renewal of license, heretofore set for hearing, dismissed from docket.

WPCH, New York City—Request for change in frequency from 810 to 570 kc., and hours of operation from daytime to sharing with WMCA, set for hearing.

KFJZ, Ft. Worth, Tex.—Renewal of license set for hearing because facilities of station have been applied for.

NEW, WJR, The Goodwill Station, Pontiac, Mich.—Request for visual broadcasting, CP set for hearing.

NEW, Wm. O. Ansley, Jr., Abilene, Tex.—Denied application to extend time for the filing of exceptions to Ex. Rep. 259; also denied permission to intervene in the hearing on the renewal application of KFYO, Abilene, Tex.

Washington Visitors*

Senator Wallace White, Jr., Maine.
Gerald Harrison and Paul De Mar, WNAC, Boston.
A. J. McCosker, WOR, Newark.
Stephens Pace, new station applicant, Americus, Ga.
J. Corab, KMMJ, Clay Center, Neb.
M. A. Leese, M. R. Baker and Larry Elliott, WMAL, Washington.
Leroy Mark, WOL, Washington.
Edwin K. Cohan, L. W. Lowman, H. V. Akerberg, Columbia Broadcasting System.
H. S. Price, R. E. Coram, Bell Laboratories.
L. E. Whittemore, American Tel. & Tel.
W. S. McCachren, WHP, Harrisburg, Pa.
C. R. Cummins, WRAK, Williamsport, Pa.
G. A. Irland and G. R. Faint, WJBU, Lewisburg, Pa.
Benjamin Soby, Westinghouse Company, Pittsburgh.
J. P. Fishburn, Jr., WDBJ, Roanoke, Va.
A. S. Foster, WWL, New Orleans.
Lewis Burk, WCSC, Charleston, S. C.
Philip E. Allen and A. E. Heiser, WLVA, Lynchburg, Va.
Henry P. Rines, WCSH, Portland, Me.
Charles W. Myers, KOIN, Portland, Ore.
J. S. Boyd, WIBO, Chicago.
Rev. J. C. O'Hair, WPCC, Chicago.
W. E. Lancaster, WTAD, Quincy, Ill.
Edgar Felix, New York City.
Edwin M. Spence, WPG, Atlantic City.
E. B. Craney, KGIR, Butte, Mont.
George B. Hartrick, WEXL, Royal Oak, Mich.
J. C. Gurney, WNAX, Yankton, S. D.
Thomas Patrick Convey and Edward Goodberlet, KWK, St. Louis.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *October 14-30.*

OCTOBER 30

WGBB, Freeport, N. Y.—Granted CP to move transmitter locally.

KIDO, Boise, Ida.—Granted modification of license to change frequency from 1250 to 1350 kc.

WFEA, Manchester, N. H.—Granted modification of CP to extend completion date from Oct. 25 to Dec. 29, 1931.

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date from Sept. 15 to Oct. 15, 1931.

KFJY, Riverdale, Ia.—Granted consent to voluntary assignment of license to the Cedar Rapids Broadcast Co.

WSYB, Rutland, Vt.—Granted license covering removal of transmitter locally.

KLO, Ogden, Utah—Granted authority to install automatic frequency control.

WMAQ, Chicago, Ill.—Granted consent to voluntary assignment of license to NBC.

WIS, Columbia, S. C.—Denied authority to increase power to 1 kw. on Nov. 5.

KWKH, Shreveport, La.—Denied permission to have oral arguments on Exam. Rep. 59 and 249.

WEVD, New York City (Ex. Rep. 176)—Granted renewal of license to operate on 1300 kc., 500 w., share with WBBR, WHAP and WHAZ, reversing Examiner Pratt. (Commissioners Saltzman and Starbuck dissented).

WCKY, Covington, Ky. (Ex. Rep. 186)—Granted modification of license to change hours of operation from 4/7ths to unlimited time, reversing Examiner Walker.

WIBR, Steubenville, O. (Ex. Rep. 287)—Denied renewal of license, sustaining Examiner Hyde.

WJAZ and WCHI, Chicago, ordered deleted.

WMBA, Newport, R. I. (Ex. Rep. 228)—Denied renewal of license, sustaining Examiner Walker.

KCRJ, Jerome, Ariz. (Ex. Rep. 245)—Granted renewal of license, 1310 kc., 100 w., day only, sustaining Examiner Yost.

KOCW, Chickasha, Okla. (Ex. Rep. 250)—Granted renewal of license, 1400 kc., 250 w., 500 w., LS; denied voluntary assignment of license to J. T. Griffin; denied CP to move transmitter and studio. Examiner Yost recommended granting of all three applications.

Set For Hearing—KOY, Phoenix, Ariz.—Requests modification of license to change power from 500 w. to 1 kw.

Applications Dismissed—The following applications are dismissed at applicants' request; NEW, the Atlanta Journal Co., Atlanta, Ga.—CP 2000-2100, 2750-2850 kc., 500 w., visual; NEW, Knoxville Journal Co., Knoxville, Tenn.—CP 1330 kc., 1 kw.; NEW, N. O. Clemensen, Payette, Ida.—CP 1200 kc., 100 w.; NEW, Frank E. Howe, Bennington, Vt.—CP 1290 kc., 50 w.; NEW, Gimbel Bros., Philadelphia—CP 2100-2200 kc., 500 w.

Applicants in the following cases, heretofore designated for hearing, failed to appear within time allowed, and applications are denied: W2XTF, Brooklyn, N. Y., modification of CP; NEW, Sanabria Television Corp., Chicago, Ill.—CP, television service; WGL, Ft. Wayne, Ind., modification of license 1370 kc., 100 w., 250 w. LS.; KFWB, Hollywood, Cal., CP 950 kc., 1 kw., 2½ kw. LS.

Renewal of Licenses—KTFI, Twin Falls, Ida., granted regular renewal; WCHI, Chicago, granted extension for tension for 30 days from Nov. 1; KYW, Chicago, granted regular license; WTAW, College Station, Tex., granted regular renewal; WCHI, Chicago, granted extension for 20 days from Nov. 1; WCKY, Covington, Ky., granted regular renewal.

Examiner's Reports . . .

NEW, Abilene, Tex.—Application of William O. Ansley, Jr., for new station on 1420 kc. 100 w. night, 250 w. LS, unlimited time, recommended for denial by Examiner Hyde. (Docket 1143, Report No. 259).

WKAV, Laconia, N. H.—Application for renewal of license. Examiner Walker (Docket No. 1282, Report No. 260), found that while station is licensed for unlimited time, has been operating less than 12 hours per day, in violation of G. O. 105. He recommended that the application for license renewal be granted for one-third time in 1310 kc. with 100 w., and that it be denied insofar as unlimited hours are requested.

WABI, Bangor, Me.—Application for renewal of license for failure to comply with G. O. 105. Examiner Walker (Docket No. 1233, Report No. 261), found that well station is licensed unlimited time, it has been operating less than 12 hours per day. He recommended that renewals be granted for one-third time on 1200 kc. with 100 w., and be denied insofar as full time is requested.

NEW, Garden City, Kan.—Application of Conard Studio for new station 1370 kc. 100 w., unlimited time, recommended for denial by Chief Examiner Yost (Docket No. 1272, Report No. 262) by default because of failure of applicant to appear.

WTMJ, Milwaukee—Report of Examiner Pratt (Dockets Nos. 1153, 1154, 1171, 1162, Report No. 263) rehearing involving restoration of service area on 620 kc., pursuant to mandate of Court of Appeals of District of Columbia.

WICC, Bridgeport, Conn., and WCAC, Storrs, Conn.—Application for renewal of licenses designated for hearing on account of failure of applicants to file a time-sharing agreement required by G. O. 105. Examiner Hyde (Docket No. 1343, Report No. 264) recommends approval of time-sharing agreement presented by stations and renewal of license, whereby WCAC may operate 3½ hours weekly, with other periods during term of license to be used by WICC.

NEW, Laramie, Wyo.—Application of Sherwood H. Patterson for new station on 1340 kc., 500 w., unlimited time, recommended for withdrawal without prejudice by Chief Examiner Yost (Docket No. 996, Report No. 265).

WPCC, Chicago—Application for increase in power from 500 w. to 1 kw., recommended for denial by Chief Examiner Yost (Docket No. 1236, Report No. 266) because of Commission's action of Oct. 16 granting to WJKS, Gary, Ind., the 560 kc. channel, now assigned WPCC and WIBO, also Chicago.

KNBX, Springfield, Vt.—Application for increase in power from 10 to 50 or 100 w., on 1200 kc., recommended for denial by Examiner Pratt (Docket No. 1248, Report No. 267).

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